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FOR INFANTILE PARALYSIS



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THE BLIND



GOODWILL
INDUSTRIES OF
AMERICA



LIONS
INTERNATIONAL



KIWANIS
INTERNATIONAL



FUTURE HOMEMAKERS
OF AMERICA

This space is dedicated to
countless other civic, religious,
charitable and fraternal groups
serving mankind's needs.



TRAVELERS AID
SOCIETY



ROTARY
INTERNATIONAL

NEXT TIME you count your blessings, try going all the way. Here we are, free people in a free society. We work and live where we choose. Only our beliefs dictate where we shall worship, how we will vote.

Certainly these precious rights and privileges are worth the responsibilities they place on us. One such responsibility is to our local community in its civic endeavors; another bids us make sure that help is ever at hand for those among us who become innocent victims of disaster, disease or despair.

On this page are pictured insignia of just a few of the groups dedicated to serving others. Support such efforts any way you can. Remember that your help, freely given, whether in money or in service, strengthens our way of life.

For our part, we of Sears try to help in every possible way. Sears people everywhere are encouraged to take active part in the day-to-day work of their local community service organizations. They join in fund drives, they serve on school and hospital boards, they work with youth groups. Whatever the civic betterment project, there you will find Sears people discharging responsibilities they feel as free citizens. These things they do gladly besides contributing their money when the need arises. All of us, as Americans, feel we can do no less.

Satisfaction guaranteed or your money back

SEARS, ROEBUCK AND CO.

925 S. Homan Ave., Chicago 7, Ill.

Spring and Summer 1955

Shop the easy, modern
way, BY TELEPHONE...



for number to call see
pages 1255-1258



NATIONAL SOCIETY FOR
CRIPPLED CHILDREN
AND ADULTS



AMERICAN HEART
ASSOCIATION



FUTURE FARMERS
OF AMERICA



YOUNG WOMEN'S
CHRISTIAN
ASSOCIATION



THE VOLUNTEERS
OF AMERICA



ARTHRITIS AND
RHEUMATISM
FOUNDATION



UNITED SERVICE
ORGANIZATIONS



This is the year for dresses with matched accessories

Ours are the prettiest we've
seen . . . and they're only

\$8⁹⁸
each

A Parasol and Dress, \$8.98 . . sizes 7 to 15 only. Fine Everglaze® cotton . . . sunfast, hand washable fabric that stays crisp, won't shrink more than 2%. Smart Junior dress with new, softly tapered shoulder-line; tucked bodice front; skirt with unpressed pleats all around. 2-inch hem; long back zipper. Parasol sheds sun, showers. Petticoats not included. Shpg. wt. 2 lbs. 3 oz. *Only in Juniors' sizes 7, 9, 11, 13, 15. Order correct size.*

031 K 2425—Light pink with rose pink, green and tangerine print. . . . \$8.98

031 K 2426—Light blue with medium blue, green and tangerine print. \$8.98

B Gloves and Dress, \$8.98 . . sizes 10 to 18; 9 to 17. Fine washable cotton that resists wrinkles, won't shrink more than 1%. Easy-to-wear dress with the new "far-away" collar, unpressed pleats all around the skirt. Matching gloves have black cotton jersey palms. Petticoats not included. Shpg. wt. 1 lb. 12 oz. *Misses' sizes 10, 12, 14, 16, 18; Juniors' sizes 9, 11, 13, 15, 17. Order correct size.*

031 K 4430—Light gold and rose pink on black; gold-color trim. . . only \$8.98

C Tote Bag and Dress, \$8.98 . . sizes 10 to 20. Cool linen-look rayon; washable, won't shrink more than 2%. Here is your summer's love . . . V-neck in back and front; tie-shoulders that let you raise or lower the waistline; full skirt with box pleats all around; long back zipper. Matching bag lined with solid color. Petticoats not included. Shpg. wt. 2 lbs. 8 oz. *Only in Misses' sizes 10, 12, 14, 16, 18, 20. Order correct size.*

031 K 4108—Medium and light gold with rose pink and green on white \$8.98

Dresses on these 2 pages are shipped from Philadelphia, Kansas City or Atlanta, whichever is nearest. Order and pay postage from your mail order house. Measure, see page 82. Use Easy Terms . . . see inside back cover.

Sears has two pages of fine bouffant petticoats . . . see index.





B

C

ALL PAGE 3



his is the year to look smooth

The smooth, slim dress looks
smartest in navy or black

\$8⁹⁸
each

A Our Best Acetate and Rayon Crepe . . sizes 10 to 20. Excellent quality, finely ribbed crepe with a beautiful, finely "pebbled" texture. Smart dress has the new wide neckline, circled by detachable collar of 100% nylon organdy (see small view). Set-on bodice yoke; rhinestone pin included. 2-gore skirt back with kick pleat; 2-inch hem. Dry clean. Shpg. wt. 1 lb. 8 oz. *Misses' sizes* 10, 12, 14, 16, 18, 20. *Order correct size.*

031 K 4110—Black.....\$8.98
031 K 4111—Navy blue..... 8.98

B Our Best Rayon Honan . . sizes 12 to 20; 12½ to 20½. Lustrous, firm bodied new fabric with an interesting linen-like texture. Washable . . resists wrinkles. This smooth, new dress has the new "far-away" collar; front opening to below waist; 2-gore skirt back, kick pleat. Set-in pockets, 2-inch hem. White dots and trim.

Misses' sizes 12, 14, 16, 18, 20. *Shorter Women's* 12½, 14½, 16½, 18½, 20½.
031 K 4112—Navy 031 K 4312—Navy
031 K 4113—Med. blue 031 K 4313—Med. blue
031 K 4114—Slate gray 031 K 4314—Slate gray
Order correct size. Shpg. wt. 1 lb. 8 oz. Each. . \$8.98

C Our Best Acetate and Rayon Faille . . sizes 12 to 20; 12½ to 20½. Unlined jacket has flattering new collar with detachable edging and bow of white cotton pique. Smooth skirt has 2-gore back with kick pleat, 2-inch hem, ¾-inch side-seams. Dry clean. *Measure; order correct size.*

Misses' sizes 12, 14, 16, 18, 20. *Shorter Women's* 12½, 14½, 16½, 18½, 20½.
031 K 4115—Navy 031 K 4315—Navy
031 K 4116—Black 031 K 4316—Black
Shpg. wt. 2 lbs.....2-piece dress, only \$8.98

Dresses on these 2 pages are shipped from Philadelphia, Kansas City or Atlanta, whichever is nearest. Order and pay postage from your mail order house. Use Sears Easy Payment Plan to buy all your clothing needs . . see inside back cover for complete information

A





B

C



his is the year for the Petticoat Dress

Ours are the finest, fullest and
most flattering we've seen for only

\$10⁹⁸ each

A Acetate Taffeta Dress and Petticoat . . sizes 10 to 20. A new, softer fabric that's more like silk . . in a beautiful dress with rhinestone button trim at neckline; "umbrella" skirt over 125 inches wide, with stitched tucks all around to give you the new smooth hipline. The separate white petticoat of acetate taffeta has a bright blue flounce of 100% nylon net. Dry clean. Shpg. wt. 1 lb. 8 oz. *Misses' sizes* 10, 12, 14, 16, 18, 20.

Measure; order correct size.

031 K 4118—Green, bright blue and white. \$10.98

B Chromspun Acetate Taffeta Dress and petticoat . . sizes 10 to 18; 9 to 17. The lasting color and crispness of Chromspun in a flattering young princess dress that's smart with or without its belt. Empire bodice is tucked in back and front; black rayon velvet ribbon ends in a bow and streamers in back; big 125 inch skirt. Separate petticoat of Chromspun has nylon net flounce . . tangerine on turquoise blue, red on mist blue or black. Dry clean. Shpg. wt. 1 lb. 14 oz. *Misses' sizes* 10, 12, 14, 16, 18; *Juniors' sizes* 9, 11, 13, 15, 17.

031 K 4120—Turquoise 031 K 4122—Black
031 K 4121—Mist (medium) blue

Order correct size. Dress, petticoat . . . \$10.98

C Acetate Taffeta Dress and Petticoat . . sizes 7 to 15; 8 to 16. A new softer fabric that's like silk. Tucked bodice front, skirt over 120 inches in sweep, set-in pockets, back zipper. New princess style . . looks smart without its belt. Separate petticoat of acetate taffeta has doubled row of nylon net. Dry clean. Shpg. wt. 1 lb. 10 oz. *Juniors' sizes* 7, 9, 11, 13, 15; *Misses' sizes* 8, 10, 12, 14, 16.

031 K 2100—Bright colors on white; tangerine petticoat. *Order correct size. . . . \$10.98*

Dresses on these 2 pages are shipped from Philadelphia, Kansas City or Atlanta, whichever is nearest. Order, pay postage from your mail order house. Use Easy Terms to buy dresses . . see inside back cover for details.







his is the year for the Paris-inspired Costume

Ours give you great value and versatility **\$12.98** complete

A Linen-look Rayon Coat, Gingham Dress . . sizes 10 to 20; 12½ to 22½ . . both wash, resist wrinkles. Smart coat has new button tabs that gather fullness to sides; set-in pockets; 2-in. hem. Slim, sleeveless dress is made of fine combed, yarn-dyed gingham with woven checks. Expertly tailored with 2-gore skirt back and kick pleat; 2-in. hem, ¾-in. side seams. Hand wash coat separately; dress is washable, won't shrink over 1%. Order correct size. Misses' sizes 10, 12, 14, 16, 18, 20.

031 K 4125—Black coat; black and white check dress
031 K 4126—Navy coat; navy and white check dress
Shorter Women's 12½, 14½, 16½, 18½, 20½, 22½.
031 K 4325—Black coat; black and white check dress
031 K 4326—Navy coat; navy and white check dress
Shpg. wt. 3 lbs. Coat and dress \$12.98

B Jacket, Skirt and Blouse . . sizes 9 to 17; 10 to 18 . . in wrinkle-resistant linen-look rayon that washes. A very new, very flattering 3-piece costume, meticulously tailored. The new, smooth-line jacket has a stitched band in back and front; striped front lining that matches the blouse. The sleeveless, striped blouse (see small view) has an extended neckband that ties in a big bow. Stripes are white and matching color. The slim 4-gore skirt has a back kick-pleat, 2-inch hem, wide side seams. Hand wash separately; won't shrink over 3%. Shpg. wt. 2 lbs. 9 oz. Juniors' sizes 9, 11, 13, 15, 17; Misses' sizes 10, 12, 14, 16, 18. Order correct size.

031 K 2102—Cocoa brown . . . 3 pieces, only \$12.98
031 K 2103—Navy blue 3 pieces, only 12.98
031 K 2104—Charcoal gray . . 3 pieces, only 12.98

C Coat and Dress of Linen-look Rayon that washes . . sizes 10 to 20; 12½ to 22½. Here is a very pretty, feminine ensemble. The coat has ¾ length sleeves, white cuffs with rhinestones and braid that matches the coat; walk slits at each side; 2-inch hem. The slim, sleeveless dress has rhinestones and braid at the scoop neck (braid matches coat); 2-gore skirt back with kick pleat; 2-inch hem, ¾-inch side seams for easy alteration. Dress is cool, light-weight linen-look rayon; coat is same fabric in a heavier weight . . both are wrinkle-resistant. Hand wash separately; won't shrink over 3%. Shpg. wt. 3 lbs. 4 oz. Please measure, order your correct size. Misses' sizes 10, 12, 14, 16, 18, 20.

031 K 4127—Pale blue coat and white dress. \$12.98
031 K 4128—Navy blue coat and white dress 12.98
Shorter Women's 12½, 14½, 16½, 18½, 20½, 22½.
031 K 4327—Pale blue coat and white dress. \$12.98
031 K 4328—Navy blue coat and white dress 12.98

Dresses on these 2 pages are shipped from Philadelphia, Kansas City or Atlanta, whichever is nearest. Order, pay postage from your mail order house. Use Easy Terms to buy all your clothing needs . . see inside back cover for complete details.





B

C



This is the year for new elegance in dresses that wash

New . . cotton with pleats that wash

New . . pongee that washes



A 2-piece Cotton . . Pleats Won't Wash Out . . sizes 10 to 20; 9 to 17; 12½ to 20½. Lovely, versatile dress has tuck-in top with button-tab, side zipper . . separate skirt over 4 yds. wide, pleated all around. Beautiful quality cotton; hand wash. Petticoats not included. Shpg. wt. 1 lb. 12 oz. Order correct size. Misses' sizes 10, 12, 14, 16, 18, 20; Juniors' 9, 11, 13, 15, 17. 031 K 4425—Bright multicolors on white. 2 pieces \$9.49 Shorter Women's sizes 12½, 14½, 16½, 18½, 20½ only. 031 K 4475—Bright multicolors on white. 2 pieces \$9.49

B Smart Casual in New Pongee that Washes . . sizes 10 to 20; 12½ to 20½. Acetate and cotton that looks like silk . . coat dress with slimming stripes, full 4-gore skirt. Hand wash. Petticoats not included. Shpg. wt. 1 lb. 11 oz. Order correct size. Comes in Misses' sizes 10, 12, 14, 16, 18, 20. Shorter Women's sizes 12½, 14½, 16½, 18½, 20½ only. 031 K 4130—Navy and red on light pongee-beige. . . \$7.98 031 K 4330—Navy and red on light pongee-beige. . . \$7.98

C "Little Girl" Dress in New Pongee that Washes . . sizes 7 to 15 only. A lovely, grown-up version with gently flared 4-gore skirt. This is the new acetate and cotton pongee that looks like silk . . hand washable. Petticoats not included. Shpg. wt. 1 lb. 11 oz. Only in Juniors' sizes 7, 9, 11, 13, 15. Order correct size. 031 K 2108—Copen, bright blue and pink on light pongee-beige \$8.98

Sears has 2 pages of new, bouffant petticoats . . see index



his is the year for pleats . . and these wash!

Orlon® and Pima Cotton \$8.98 . . sizes 9 to 17; 10 to 18. A beautiful blend of 52% Orlon and 48% pima cotton in a soft, lightweight fabric with a silvery sheen. Here's a dress that does things for your figure. The front of the bodice is tucked, has white pique edging and a flattering, new Empire midriff. The skirt has unpressed pleats all around, with a panel of knife pleats in front. Hand wash . . drips dry in no time. Petticoats not included. Shipping weight 1 lb. 5 oz. *Juniors' sizes 9, 11, 13, 15, 17.*

Misses' sizes 10, 12, 14, 16, 18. Order correct size.
 031 K 2105—Silvery pink 031 K 2107—Silvery lilac
 031 K 2106—Silvery (light) blue Each \$8.98

35% Dacron† and 65% Nylon \$11.98 . . sizes 12 to 20; 12½ to 22½. New . . finely woven crinkled sheer with woven 3/16-inch checks . . crisp and cool. Cutaway jacket makes waist and hips look slim . . has snowy white over-collar. Separate skirt has pleats all around. Hand wash . . drip dry; pleats stay in . . little or no ironing. Petticoats not included. Shpg. wt. 1 lb. 9 oz. *Order correct size. Misses' sizes 12, 14, 16, 18, 20.*

031 K 4136—Aqua blue, white 031 K 4137—Navy, white
 031 K 4138—Bright coral rose, white Each \$11.98
Shorter Women's sizes 12½, 14½, 16½, 18½, 20½, 22½.
 031 K 4336—Aqua blue, white 031 K 4337—Navy, white
 031 K 4338—Bright coral rose, white Each \$11.98

100% Nylon \$10.98 . . sizes 10 to 20. Crisp, sheer, ribbon-puckered nylon in a dress as cool as a tall lemonade. Printed roses float here and there on this slenderizing coat dress; pleated skirt whirls out to a full circle. Gold-color metal ball-buttons; washable, reinforced belt. Hand wash . . drip dry; pleats stay in . . little or no ironing. Petticoats not included. Shpg. wt. 1 lb. 2 oz. *Only in Misses' sizes 10, 12, 14, 16, 18, 20. Measure; order correct size.*

031 K 4140—Yellow with copen blue roses. \$10.98
 031 K 4141—Light blue; copen blue roses. 10.98
 031 K 4142—White with rose pink roses . . 10.98

* acrylic fiber
 † polyester fiber
 duPont trademarks

Dresses are shipped from Philadelphia, Kansas City or Atlanta, whichever is nearest. Order and pay postage from your mail order house. You can buy dresses on Sears Easy Terms . . see inside back cover for details.

ALL PAGE II . . DRESSES



his is the year to go formal

A 100% Nylon Gown . . \$15.98 in ballerina length; \$16.98 in full length . . sizes 7 to 17; 8 to 18. Fine net and lace evening gown with curved bodice and frothy skirt, tiered all around. Completely lined with acetate taffeta. Lace shrug is included. Dry clean. *Juniors' sizes 7, 9, 11, 13, 15, 17; Misses' sizes 8, 10, 12, 14, 16, 18. Order correct size. Ballerina-length Gown.* Shipping wt. 1 lb. 12 oz.
031 K 2110—White 031 K 2111—Maize yellow
031 K 2112—Turquoise blue Each \$15.98

Full-length Gown. Shipping weight 2 lbs. 1 oz.
031 K 2140—Lt. pink 031 K 2141—Lt. mint green
031 K 2142—Powder (med.) blue Each \$16.98

B Nylon Tricot Chiffon . . \$14.98 . . sizes 7 to 17; 8 to 18. Soft, flowing 100% nylon in an enchanting ballerina-length gown. Flattering bodice has front shirring; back drapery. Full skirt is gathered all around. Entire dress lined with acetate taffeta . . crinoline at hem. Dry clean. Shpg. wt. 1 lb. 13 oz. *Juniors' sizes 7, 9, 11, 13, 15, 17; Misses' 8, 10, 12, 14, 16, 18. Order correct size.*
031 K 2113—Light blue 031 K 2114—Light pink
031 K 2115—Light mint green Each \$14.98

A

B



This is the year for the pretty party dress

100% Nylon \$8.49 . . sizes 7 to 15. Smooth, crisp nylon sheer, printed with coin dots . . light as a breeze. This is the lovely, new redingote-effect that gives you a tiny waistline. Bodice insert is tucked; full, gathered skirt has a fan of permanent pleats. Embroidered scalloping; matching shiny plastic belt. Hand wash . . drip-dry; little or no ironing. Petticoats not included. Shipping weight 13 oz. *Only in Juniors' sizes 7, 9, 11, 13, 15. Order correct size.*

031 K 2116-Red dots and trim on white. \$8.49
031 K 2117-Med. blue dots and trim on white. 8.49

* duPont T.M.; acrylic fiber † duPont T.M.; polyester fiber

Orlon® and Silk \$12.98 . . sizes 10 to 20; 9 to 17. Soft, lightweight, firmly woven shantung in frosty colors . . won't waterspot. This charming Empire dress has a new notched neckline, cut becomingly low; triple-corded skirt that swings 'way out. 55% Orlon, 45% silk; hand wash separately. Rhinestone pin included; petticoats not included. Shpg. wt. 1 lb. 14 oz. *Misses' sizes 10, 12, 14, 16, 18, 20; Juniors' sizes 9, 11, 13, 15, 17. Order correct size.*

031 K 4145-Frosted aqua blue. \$12.98
031 K 4146-Frosted rose. 12.98

100% Dacron† \$9.98 . . sizes 7 to 15. Very smooth, floral-printed sheer in a dress so light and airy, it seems to float. Empire bodice is banded with black nylon velvet ribbon; has new, bare cut-away shoulders . . billowy skirt is shirred all around. High neckline and armholes are edged with black. Hand wash . . drip-dry; little or no ironing needed. Petticoats not included. Shipping weight 1 lb. 4 oz. *Only in Juniors' sizes 7, 9, 11, 13, 15. Order correct size.*

031 K 2120-Rose pink and black print on white \$9.98
031 K 2121-Light and medium blue on white. . . 9.98

Full skirted dresses look prettiest with petticoats. Sears has a wide assortment . . see index.

Dresses on these 2 pages are shipped from Philadelphia, Kansas City or Atlanta, whichever is nearest. Order, pay postage from your mail order house. Use Sears Easy Payment Plan; see inside back cover.

ALL PAGE 13 . . DRESSES



his is the year
to get more

for \$5⁹⁸

Beautiful fabrics and colors
... beautiful new styles



A Paper Taffeta . . \$5.98 . . sizes 7 to 15. Finely-woven, rustly acetate in an adorable "sweetheart" dress that looks much more than its low price. Squared back neckline; full, 3-gore swing skirt; crisp acetate taffeta sash. Dry clean. Shpg. wt. 1 lb. 5 oz. *Juniors' sizes 7, 9, 11, 13, 15. Please order correct size.*
031 K 2514—Bright colors on white as shown \$5.98

B Linen-look Rayon . . \$5.98 . . sizes 10 to 20; 9 to 17. Here's one of the smartest coat dresses we've seen, with its notched mandarin collar and graceful lines. Smooth, 2-gore skirt back. Resists wrinkles; hand wash. *Misses' sizes 10, 12, 14, 16, 18, 20; Juniors' sizes 9, 11, 13, 15, 17. Measure; order correct size.*
031 K 4519—Light aqua blue 031 K 4520—Light dusty pink
031 K 4521—Navy blue. Shpg. wt. 1 lb. 13 oz. Each \$5.98

C Chromspun Semi-Sheer . . \$5.98 . . sizes 9 to 15. Crisp acetate fabric with locked-in color in a cool, light casual; trimmed with glittery buttons. Flared skirt has box pleats front and back. Dry clean. Shpg. wt. 10 oz. *Juniors' sizes 9, 11, 13, 15.*
031 K 2518—Light red stripes on white. *Order correct size.* . . \$5.98
031 K 2519—Medium blue stripes on white. *Order correct size* 5.98

Dresses on these 2 pages are shipped from Philadelphia, Kansas City or Atlanta, whichever is nearest. Order, pay postage from your mail order house. Use Easy Terms . . see inside back cover.



his is the year for
Caribiana cottons

\$5⁹⁸
each

They're washfast . . won't shrink
over 1% . . wrinkle resistant



A Sunback Dress . . \$5.98 . . sizes 10 to 20; 14½ to 22½. Misty diamond print, copied from a West Indian design. V-neck back; high front midriff; dirndl skirt. Sanforized washfast cotton. Misses' sizes 10, 12, 14, 16, 18, 20. Order correct size.
031 K 4605—Diamond print as shown. Shpg. wt. 1 lb. 7 oz. . . \$5.98
Shorter Women's 14½, 16½, 18½, 20½, 22½. Order correct size.
031 K 6605—Diamond print as shown. Shpg. wt. 1 lb. 7 oz. . . \$5.98

B 2-piece Dress . . \$5.98 . . sizes 9 to 17; 10 to 18. Drummer Boys march on the gay dirndl skirt, copied from an original West Indian print. Skirt and solid color tuck-in top are Sanforized, washfast cotton. Shpg. wt. 1 lb. 9 oz. Juniors' sizes 9, 11, 13, 15, 17; Misses' sizes 10, 12, 14, 16, 18. Order correct size.
031 K 2613—"Drummer Boy" skirt; gold top as shown. 2 pcs. \$5.98

C Cummerbund Dress . . \$5.98 . . sizes 10 to 18. Print on dirndl skirt is copied from a West Indian patchwork skirt. Neckline is scooped front and back; separate pleated cummerbund has back buckle. One-piece dress of Sanforized, washfast cotton. Wt. 1 lb. 9 oz. Misses' sizes 10, 12, 14, 16, 18. Order correct size.
031 K 4601—Calico print with turquoise as shown. . . Each \$5.98

Bouffant petticoats are used under full skirts; they are not included . . Sears has 2 full pages of these lovely petticoats . . see index. Buy on Sears Easy Terms.



his is the year to be young

Three of these dresses
come in Misses' sizes; all
come in Shorter Women's;
2 in regular Women's



A Dress and Jacket \$12.98 . . sizes
14½ to 24½; 38 to 44. Our finest
rayon crepe in a smart new brush-
stroke print. The semi-fitted jacket
has sparkling rhinestone pin on la-
pel. The dress has a youthful neck-
line with fabric bands over strong
100% nylon marquisette . . tabs
trimmed with rhinestone-set plastic
buttons. The slightly flared skirt has
3-gore back. Dry clean. Shpg. wt.
2 lbs. *Shorter Women's sizes* 14½,
16½, 18½, 20½, 22½, 24½;
Women's sizes 38, 40, 42, 44.
031 K 6005—Navy, gray and white
031 K 6006—Black, turquoise blue,
white. Order correct size. 2 pcs. \$12.98

B Our Best Rayon Honan \$9.98 . .
sizes 14½ to 24½; 36 to 44. A
lustrous, firm new fabric with a linen-
like texture; wrinkle-resistant. This
dress will win compliments. Con-
trasting yoke is studded with rhine-
stones, simulated pearls and silver-
color nailheads. Slightly flared skirt
has set-in pockets with contrast
piping on cuffs; 2-gore back; ¾-inch
sideseams. Dry clean. Shpg. wt.
1 lb. 7 oz. *Shorter Women's sizes*
14½, 16½, 18½, 20½, 22½, 24½;
Women's sizes 36, 38, 40, 42, 44.
031 K 6007—Navy with lt. sky blue
031 K 6008—Charcoal with silver gray
Order correct size Each \$9.98

Dresses on these 2 pages
are shipped from Phila-
delphia, Kansas City or
Atlanta, whichever is
nearest. Order and pay
postage from your mail
order house. Use Sears
Easy Terms to buy dress-
es . . for details see in-
side back cover.



Fine Quality Rayon and Acetate Crepe \$8.79 . .
 sizes 16 to 20; 14½ to 24½. Firmly woven semi-sheer . . ideal for year 'round wear. This extremely becoming dress has stitching that gives a corded effect. The V-neck has a detachable dickey of washable white cotton pique. (You'll like wearing it with frilly collars and dickeys of your own, too.) Matching plastic buttons trim the neck and pockets. 2-gore skirt back with kick pleat; 2-inch hem. Dry clean.

Misses' sizes 16, 18, 20. *Shorter Women's sizes* 14½, 16½, 18½, 20½, 22½, 24½.
 031 K 6380—Navy 031 K 6003—Navy
 031 K 6381—Black 031 K 6004—Black
 Shpg. wt. 1 lb. 11 oz. Order correct size. . . Ea. \$8.79

The Finest Acetate Crepe We've Ever Had \$7.98 . .
 sizes 16 to 20; 16½ to 24½. This beautiful new firm-bodied crepe has a finely "pebbled" texture . . looks and feels like silk. The dress is smart and very easy to wear. It opens to below the waist . . has a casual collar, flared skirt with unpressed pleats in front and 2-gore bias back. Rhinestone-set plastic buttons. Dry clean. Shipping weight 1 lb. 6 oz.

Misses' sizes 16, 18, 20.
 031 K 6378—Mist (medium) blue-gray
 031 K 6379—Navy. Order correct size. . . Each \$7.98
Shorter Women's sizes 16½, 18½, 20½, 22½, 24½.
 031 K 6042—Mist (medium) blue-gray
 031 K 6043—Navy. Order correct size. . . Each \$7.98

Dress and Bolero of Linen-look Rayon \$9.98 . . sizes 16 to 20; 14½ to 22½. Rhinestones, white beads and white medallions of heavy cotton lace accent the scoop neck of the dress and white cuffs of the bolero. The bolero slims your hips . . the smooth, sleeveless dress has walk-pleats at each side, 2-gore skirt back, 2-inch hem. Dry clean. Shpg. wt. 2 lbs. 2 oz.

Misses' sizes 16, 18, 20. *Shorter Women's sizes* 14½, 16½, 18½, 20½, 22½.
 031 K 6375—Navy blue 031 K 6000—Navy blue
 031 K 6377—Rose pink 031 K 6002—Rose pink
 031 K 6376—Light sky blue 031 K 6001—Light sky blue
 Order your correct size. 2-piece outfit \$9.98

SEARS HAS MORE THAN 90 STYLES in Shorter Women's Sizes; 35 in regular Women's Sizes; Many in Larger Women's sizes. You'll find youthful styles for Shorter Women on almost every page of dresses; on the following women's pages you'll find a whole section of dresses in the three size ranges. Be sure the style you want comes in your size . . check size listings . . you'll find them alongside each illustration or in the description



A
\$6.69



B
\$8.98



C
\$8.98



D
\$5.98



E
\$7.29



F
\$5.98



G
\$5.59



This year Sears has more wonderful styles than ever!

Dresses shown on opposite page

A Washfast Broadcloth . . sizes 12 to 20 in tangerine and navy; 14½ to 22½ in navy only . . beautiful, smooth combed cotton . . sunfast and Sanforized . . won't shrink over 1%. This dress has a sweeping 16-gore skirt . . its slenderizing lines are set off by white broadcloth piping in the front of the bodice and all around the skirt. Shipping weight 1 lb. 7 oz.

Misses' sizes 12, 14, 16, 18, 20. Order correct size.
031K4613-Tangerine \$6.69 031K4614-Navy \$6.69
Shorter Women's sizes 14½, 16½, 18½, 20½, 22½.
031 K 6614-Navy only . . . Order correct size . . . \$6.69

B Dress and Sweater . . sizes 9 to 17; 10 to 18 . . the newest kind of outfit. Cool, sleeveless coat-dress is nubby, linen-look rayon with gathers all around skirt. Matching shrug is 100% Orlon*, soft as cashmere. Both dress and shrug are washable. Shpg. wt. 2 lbs. 2 oz. *Juniors' sizes 9, 11, 13, 15, 17; Misses' sizes 10, 12, 14, 16, 18. Order correct size.*

031 K 2125-Light pink with aqua blue, medium blue, lilac and green print; pink sweater \$8.98

C 100% Nylon . . sizes 9 to 17; 10 to 18 . . smooth, crisp sheer, frosted all over with flocked white snowflakes. This pretty dress suits any figure with its tucked bodice and pleated circular skirt. Hand wash; drip-dry; pleats stay in. Shipping wt 1 lb. 9 oz.

Juniors' sizes 9, 11, 13, 15, 17; Misses' sizes 10, 12, 14, 16, 18. Measure, order correct size.
031 K 2122-Red \$8.98 031 K 2123-Navy blue \$8.98

D No-Iron Cotton Wraparound . . sizes 10 to 20; 16½ to 24½. Our most popular wraparound dress in washfast, sunfast, slightly rippled cotton that won't shrink over 2%. V-neck back; skirt that's almost 6 yards around! Shpg. wt. 1 lb. 9 oz.

Misses' sizes 10, 12, 14, 16, 18, 20; Shorter Women's sizes 16½, 18½, 20½, 22½, 24½. Order correct size.
031 K 7258-Multicolor polka dots on white . . . \$5.98

E New Rayon Honan That Washes . . sizes 12 to 20; 14½ to 22½. Cool, gleaming fabric with a linen-like texture in a trim, slim dress. Flattering shirred front yoke; peg-top skirt with 3-gore back; hip pockets. Wrinkle-resistant; hand wash. Shpg. wt. 1 lb. 7 oz.

Misses' sizes 12, 14, 16, 18, 20.
031 K 4580-Lt. wedgwood blue 031 K 4581-Dk. gray
031 K 4582-Light beige. Order correct size. Each \$7.29
Shorter Women's sizes 14½, 16½, 18½, 20½, 22½.
031 K 6580-Lt. wedgwood blue 031 K 6581-Dk. gray
031 K 6582-Light beige. Order correct size. Each \$7.29

F Slim-Line Casual . . sizes 9 to 17; 10 to 20. Crisp, wrinkle-resistant linen-look rayon in a sheath with slimming side-button trim. Inverted pleat in back of 4-gore skirt; white plastic buttons. Hand wash. Shipping weight 1 lb. 8 oz. *Juniors' sizes 9, 11, 13, 15, 17; Misses' sizes 10, 12, 14, 16, 18, 20.*

031 K 4522-Lilac 031 K 4523-Navy blue
031 K 4524-Kelly green. Order correct size. Each \$5.98

G Washfast No-Iron Cotton Squaw Dress . . sizes 9 to 17; 10 to 18. Slightly rippled, with Indian design and rick-rack printed all around. New dropped shoulders; dirndl skirt with set-in side pockets; plastic belt. Shpg. wt. 1 lb. 8 oz. *Juniors' sizes 9, 11, 13, 15, 17; Misses' sizes 10, 12, 14, 16, 18. Please order correct size.*

031 K 2820-Bright yellow; multicolor trim . . . \$5.59
031 K 2821-Tangerine; multicolor trim 5.59

Dresses on these 2 pages shipped from Philadelphia, Kansas City or Atlanta, whichever is nearest. Order, pay postage from your mail order house. Use Easy Terms . . see inside back cover. Measure . . see page 82. Bouffant petticoats used under full skirts are not included; see index for Sears fine selection.



BLACK AND NAVY . . for slender elegance

Our Best Semi-Sheer Crepe \$9.98 . . sizes 12 to 20. Year 'round rayon and acetate in a stick-slim dress, with flattering tucked panel in bodice front. 3-gore skirt fits smoothly; has pegged hip pockets, walk-slit in back. Stand-up collar; dolman sleeves. Big fabric rose is included. Dry clean. Shpg. wt. 1 lb. 6 oz. *Only in Misses' sizes 12, 14, 16, 18, 20. Order correct size.*
031 K 4148-Navy; light pink flower . . \$9.98
031 K 4149-Black; light blue flower . . . 9.98

Linen-look Rayon \$9.98 . . sizes 12 to 20; 12½ to 20½. This smart, sleeveless dress is piped in white, with kick-pleat in 2-gore skirt back. Ice-white bolero is sparked with matching braid embroidery and rhinestones. Hand wash separately. *Please order correct size.*

Misses' sizes 12, 14, 16, 18, 20.
031 K 4150-Navy 031 K 4151-Black
Shorter Women's 12½, 14½, 16½, 18½, 20½.
031 K 4350-Navy 031 K 4351-Black
Shpg. wt. 2 lbs. 2-piece outfit \$9.98

* DuPont T.M.; acrylic fiber

CKMN3 PAGE 19





PIMA AND NYLON

Soft, shimmery 58% fine pima cotton, 42% nylon. Hand washes . . keeps its color

Sizes 9 to 17; 10 to 18 Only **\$9.98**

THE GREAT BIG COLLAR is wonderfully flattering . . adds importance to this year's fashions. Here the big collar is white ribbed cotton, rounded in the back . . on a stunning princess coat dress of pima and nylon with a graceful 12-gore flare. The long nautical tie is striped in bright red and white. *Juniors' sizes 9, 11, 13, 15, 17; Misses' sizes 10, 12, 14, 16, 18. Shpg. wt. 1 lb. 8 oz. Order correct size.*

031 K 2133—Navy \$9.98 031 K 2132—Dk. gray..\$9.98

100% NYLON

Smooth, crisp nylon sheer that loves to be washed, hates to be ironed, wears and wears

Sizes 7 to 15 Only **\$8.98**

STRIPES ARE STARS FOREVER especially when they're penciled on such a pretty coat dress as this one of washable 100% nylon. There's self-ruching trim all the way down front; around the sleeves and collar. Full skirt is shirred all around. *Juniors' sizes 7, 9, 11, 13, 15. Shpg. wt. 1 lb. 1 oz. Order correct size.*

031 K 2126—Bright red stripes on white.....\$8.98

031 K 2127—Navy blue stripes on white..... 8.98

031 K 2128—Emerald green stripes on white... 8.98

ORLON* AND SILK

Cool, light shantung with a silvery sheen . . 55% Orlon, 45% silk. Wash . . drip-dry

Sizes 7 to 15 Only **\$12.98**

NEW APRON EFFECT is just about the prettiest thing that ever happened to Orlon and silk shantung. It's made by rows of self-ruching that go all around the full, flared skirt. Bodice is dressed up too, with pleats and shirring on sleeves. Wash this dress separately . . drip-dry . . it will keep its frosted color. *Juniors' sizes 7, 9, 11, 13, 15. Shpg. wt. 1 lb. 2 oz.*

031 K 2135—Frosty aqua blue Order correct size \$12.98

031 K 2136—Frosty rose Order correct size 12.98

* Dresses on these two pages will be shipped from Philadelphia, Kansas City or Atlanta, whichever is nearest. Order, pay postage from your Sears Mail Order House. Order regularly and get Sears catalogs regularly. Satisfaction guaranteed



NEED LITTLE OR NO IRONING

NYLON AND DACRON†

Jersey of 72% nylon, 28% Dacron... looks like silk, resists wrinkles

In sizes 12 to 20; 14½ to 22½. Only **\$9.98**

SLIMMING CHALK-WHITE STRIPES define the graceful lines of this coat-dress. It's nylon and dacron, iced with a detachable white nylon overcollar; sparked with glitter buttons. Flared 2-gore skirt back. No ironing. Shpg. wt. 1 lb. 4 oz. *Order correct size.* Misses' sizes 12, 14, 16, 18, 20.

031 K 4152—Navy \$9.98 031 K 4153—Black \$9.98
Shorter Women's sizes 14½, 16½, 18½, 20½, 22½.
031 K 4352—Navy \$9.98 031 K 4353—Black \$9.98

100% NYLON

Soft, finely puckered nylon sheer... takes to the tub like a duck; needs no ironing

Sizes 10 to 18; 9 to 17. Only **\$7.98**

BIG BEAUTIFUL FLOWERS are young-at-heart... they're printed on white puckered nylon sheer in this young figure-molding drop-torso dress. All around scoop-neck has white curved nylon insert; billowy skirt falls from shaped hip yoke and is gathered all around. Washable. Shpg. wt. 1 lb. 1 oz. Misses' sizes 10, 12, 14, 16, 18; Juniors' sizes 9, 11, 13, 15, 17.

031 K 4155—Pink print 031 K 4156—Aqua blue print
031 K 4157—Lilac print. *Order correct size.* Each \$7.98

ORLON* AND PIMA

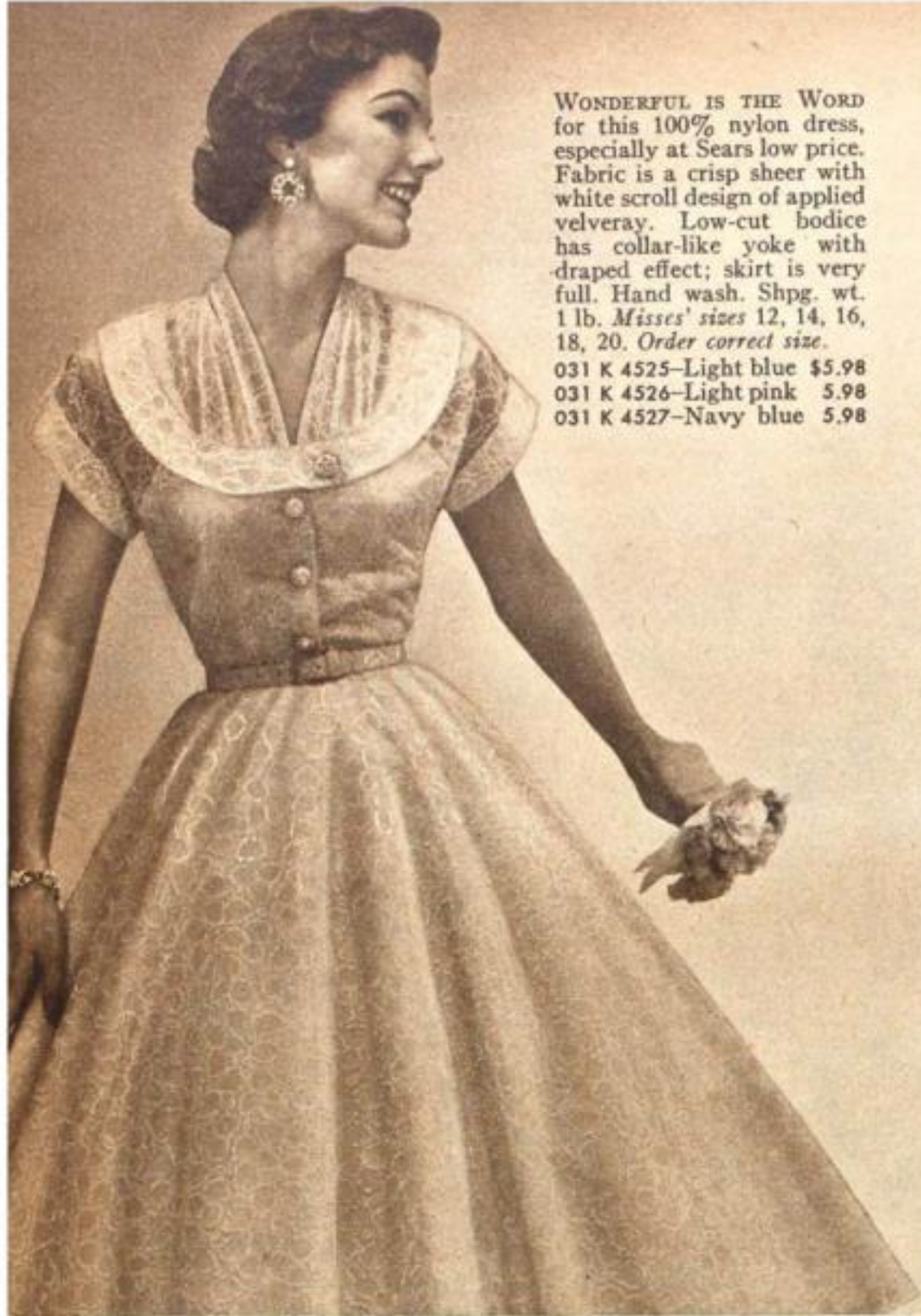
52% Orlon, 48% fine pima cotton... washable fabric... keeps its firmness, luster

In sizes 10 to 20. Only **\$8.98**

THE FLATTERING EMPIRE LOOK is lovelier than ever in this white-dotted Orlon and pima dress with front midriff and pleats to flatter your bustline. Notched neckline can be left bare, or frosted with its white sheer nylon ascot. Unpressed pleats in skirt front; 2-gore back. Shimmering, frosty colors. Misses' sizes 10, 12, 14, 16, 18, 20. *Order correct size.*

031 K 4160—Med. gray 031 K 4161—Med. shadow blue
031 K 4162—Lt. brown. Shpg. wt. 1 lb. 10 oz. Ea. \$8.98

Beautiful, bouffant petticoats are used under full skirts; they are not included unless otherwise stated. See index for Sears complete assortment. Use Easy Terms; see inside back cover. Measure... see page 82.



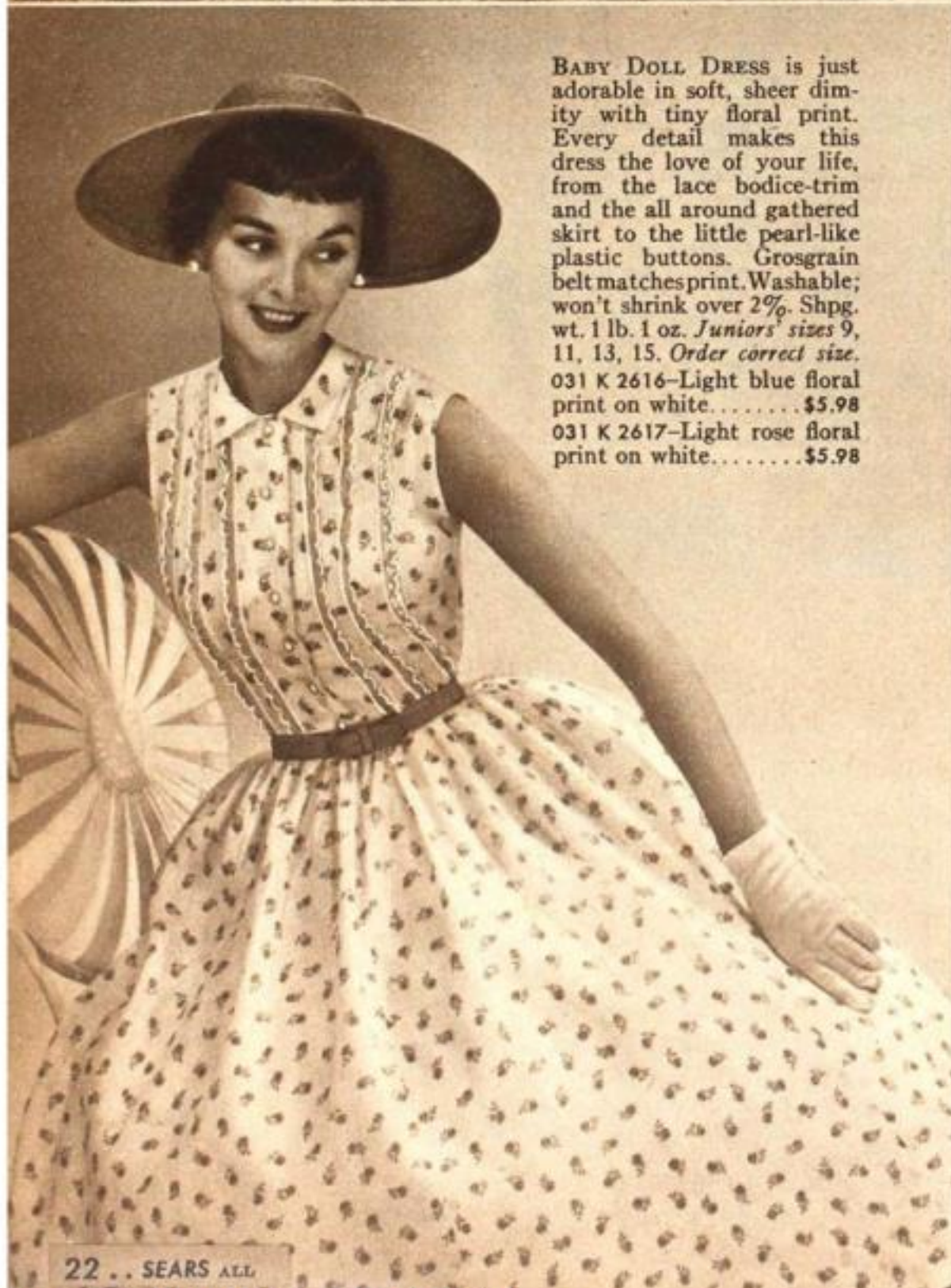
WONDERFUL IS THE WORD for this 100% nylon dress, especially at Sears low price. Fabric is a crisp sheer with white scroll design of applied velvety. Low-cut bodice has collar-like yoke with draped effect; skirt is very full. Hand wash. Shpg. wt. 1 lb. Misses' sizes 12, 14, 16, 18, 20. Order correct size.

031 K 4525—Light blue \$5.98
031 K 4526—Light pink 5.98
031 K 4527—Navy blue 5.98



THE SLIM-LINE DRESS is smooth, slender . . . simply stunning! This one is coat-style in crisp, linen-look rayon with the flattering new "stand-away" collar . . . 4-gore tube skirt with 2 slash pockets; contrast braid and buttons. Hand wash. Shipping weight 2 pounds 1 oz. Juniors' sizes 9, 11, 13, 15, 17; Misses' 10, 12, 14, 16, 18. Order correct size.

031K2129—White with navy
031K2130—Navy with white
031K2131—Powder (medium) blue with white. Each \$8.49



BABY DOLL DRESS is just adorable in soft, sheer dimity with tiny floral print. Every detail makes this dress the love of your life, from the lace bodice-trim and the all around gathered skirt to the little pearl-like plastic buttons. Grosgrain belt matches print. Washable; won't shrink over 2%. Shpg. wt. 1 lb. 1 oz. Juniors' sizes 9, 11, 13, 15. Order correct size.

031 K 2616—Light blue floral print on white . . . \$5.98
031 K 2617—Light rose floral print on white . . . \$5.98



THE "FAR-AWAY" COLLAR is far and away the prettiest new look this year! Here it's white embossed cotton on a cool, sheer cotton coat dress etched with silvery shadow-plaid. Full skirt has unpressed pleats all around; 2-inch hem. White plastic buttons. Washfast and sun-fast. Shpg. wt. 1 lb. 2 oz. Misses' sizes 10, 12, 14, 16, 18. Order correct size.

031 K 4623—Med. gray \$5.98
031 K 4624—Navy blue 5.98

YOUR FAVORITE ENSEMBLE in our finest linen-look rayon . . . crisp, wrinkle-resistant. Smooth-line dress has dyed-to-match lace and rhinestone trim all around neckline; skirt has 2-gore back; peg pockets. Hip-slimming bolero is trimmed with lace applique and rhinestones. Both expertly tailored. Hand wash. Shpg. wt. 1 lb. 14 oz.

Misses' sizes 10, 12, 14, 16, 18, 20. Order correct size.

031K4024-Aqua green \$9.98

031K4025-Petal pink . . 9.98

031K4026-Light beige 9.98



RED ROSE PRINT is gay and charming on this well-tailored coat dress. It's crease-resistant linen-look rayon in a wonderful light weight . . . delightfully cool. Set-in bodice yoke and dolman sleeves flatter your bustline; skirt has front unpressed pleats to add fullness; smooth, 2-gore back. Glitter buttons. Hand wash. Shpg. wt. 1 lb. 8 oz. Misses' sizes 12, 14, 16, 18, 20.

031 K 4534-White; red print

031 K 4535-Navy; red print

Order correct size . . Ea. \$6.49



DOUBLE-LIFE dress of our best linen-look rayon. It's a jumper with its blouse . . . turns into the perfect date dress when worn alone . . . has front scoop-neck, gently flared 4-gore skirt. Shirt-blouse is linen-look rayon in fine, handkerchief weight . . . looks smart with skirts. Hand wash. Shpg. wt. 1 lb. 14 oz. Misses' sizes 10, 12, 14, 16, 18. Order correct size.

031K4165-Navy dress; navy, white striped blouse. . \$8.49

031 K4166-Charcoal gray; red and white stripes. . . . \$8.49



NEW BACK INTEREST plus iridescent colors add up to glamour in this dress of Chromspun acetate taffeta. Tabbed, "cut-out" back is sparked with a rhinestone pin (see small view); front neckline is heart-shape; full skirt is shirred all around. Dry clean . . . keeps its color and crispness. Shpg. wt. 1 lb. 4 oz. Juniors' sizes 9, 11, 13, 15, 17; Misses' 10, 12, 14, 16, 18. Order correct size.

031K2524-Light blue . . \$6.29

031K2525-Light rose . . 6.29

031K2526-Light green 6.29

Dresses on these 2 pages shipped from Philadelphia, Kansas City, or Atlanta, whichever is nearest. Order, pay postage from your mail order house. Use Easy Terms, see inside back cover. Measure; see page 82





A
\$8.49
Dress and
Blouse
Sizes
7 to 15



B
\$6.98
Acetate and
Cotton
Chambray
Sizes
12 to 20

A DRESS AND BLOUSE . . this broadcloth dress is a jumper with a blouse . . worn alone, it's a lovely date dress . . has tucked Empire bodice; 8-gore skirt. Ruffled blouse is white sheer. Both washable cotton. Shpg. wt. 1 lb. 7 oz. *Juniors' sizes 7, 9, 11, 13, 15.* 031 K 2428-Turquoise blue 031 K 2429-Coral rose 031 K 2430-Lime green Order correct size 2 pcs. \$8.49

B ACETATE AND COTTON CHAMBRAY . . cool and shimmery. This trim dress, neatly dotted in white, has unpressed pleats all around skirt; white linen-look rayon collar with glitter buttons. Washable. *Misses' sizes 12, 14, 16, 18, 20. Order correct size.* 031 K 4528-Med. blue 031 K 4529-Med. gray 031 K 4530-Lt. brown Wt. 1 lb. 6 oz. . . . Ea. \$6.98

C DRESS AND BOLERO . . a favorite outfit. White-ground acetate crepe dress has unpressed pleats all around skirt. Smart bolero is linen-look rayon. Hand wash separately. *Juniors' sizes 9, 11, 13, 15, 17; Misses' 10, 12, 14, 16, 18, 20. Order correct size.* 031 K 2550-Red, navy print on white; navy bolero. 031 K 2551-Navy, red print on white; red bolero. Shpg. wt. 1 lb. 6 oz. . . . 2 pcs. \$5.98

D OUR BEST RAYON SHEER in a dress dotted and trimmed with white. Graceful hip-yoke and full, shirred skirt go all around. Detachable cotton pique overcollar; dolman sleeves. Hand wash. Shpg. wt. 1 lb. 6 oz. *Misses' sizes 10, 12, 14, 16, 18, 20.* 031 K 4543-Navy blue 031 K 4544-Lt. aqua blue 031 K 4545-Lt. rose pink Order correct size. Ea. \$6.98

E LINEN-LOOK RAYON dress and bolero . . wrinkle-resistant. Lace leaves and simulated pearls trim scoop-neck front and patch pockets. Pencil-slim skirt fits smoothly, has 2-gore back. Dolman sleeves on bolero. Hand wash. Shpg. wt. 1 lb. 6 oz. *Misses' sizes 12, 14, 16, 18, 20.* 031 K 4571-Light pink 031 K 4572-Light beige 031 K 4573-Navy blue. Order correct size. 2 pcs. \$7.29 Also Shorter Women's 14½, 16½, 18½, 20½, 22½. 031 K 6571-Light pink 031 K 6572-Light beige 031 K 6573-Navy blue. Order correct size. 2 pcs. \$7.29

SMART CAREER DRESSES FOR SMART CAREER GIRLS



F
\$5.98
Birdseye
Pique
Sizes
7 to 15



G
\$6.49
Combed
Chambray
Sizes
10 to 18

F FINE WASHABLE BIRDSEYE PIQUE in a crisp-looking cotton casual. Tab and button trim is white on black or black on white for the smartest, coolest look of all. Full, flaring 4-gore skirt sweeps 'way out. Back zipper. Shpg. wt. 1 lb. 10 oz. *Juniors' sizes 7, 9, 11, 13, 15. Order correct size.* 031 K 2614-Black \$5.98 031 K 2615-White \$5.98

G COMBED CHAMBRAY . . fine, rich-looking cotton. You'll love this well-tailored dress with its simple bodice and very full 20-gore skirt. Glass and rhinestone buttons; straw-and-self belt. Washable . . won't shrink over 1%. Shpg. wt. 1 lb. 8 oz. *Misses' sizes 10, 12, 14, 16, 18. Order correct size.* 031 K 4616-Pink \$6.49 031 K 4617-Lt. blue \$6.49

H SEMI-SHEER RAYON CREPE coat dress with dolman sleeves; 2-gore skirt back. Red-and-white acetate tie and cuffs come off so you can wear this dress with jewelry or other ties . . dress it up or down. Dry clean. Shpg. wt. 1 lb. 11 oz. *Misses' sizes 12, 14, 16, 18, 20. Order correct size.* 031 K 4540-Navy \$5.98 031 K 4541-Black \$5.98

J FROSTY TWEED . . white-flecked, nubby-texture rayon in a lovely Empire dress. Skirt has unpressed pleats all around sides and back; piping and collar are white linen-look rayon. Gold-color metal safety pin. Hand wash. Shpg. wt. 1 lb. 11 oz. *Juniors' sizes 9, 11, 13, 15, 17. Order correct size.* 031 K 2521-Lilac. \$5.98 031 K 2522-Gold. \$5.98

K LINEN-LOOK RAYON slim-line dress . . so very smart with white binding and button-and-buttonhole trim. Skirt has slash pockets; 2-gore back. Dolman sleeves. Hand wash; resists wrinkles. Wt. 1 lb. 11 oz. *Misses' sizes 10, 12, 14, 16, 18, 20.* 031 K 4537-Navy blue 031 K 4538-Lt. cocoa brown 031 K 4539-Dk. gray Order correct size. Ea. \$5.98

Dresses on these 2 pages shipped from Philadelphia Kansas City or Atlanta, whichever is nearest. Order, pay postage from your mail order house. Petticoats not included. Easy Terms; inside back cover

C

\$5.98

Dress and
Bolero
Sizes
9 to 17;
10 to 20



D

\$6.98

Rayon
Sheer
Sizes
10 to 20



E

\$7.29

Linen-look
Rayon
Sizes
12 to 20;
14½ to 22½



THEY LIVE ON A BUDGET... LOOK LIKE A MILLION

H

\$5.98

Rayon
Crepe
Sizes
12 to 20



J

\$5.98

Rayon
Tweed
Sizes
9 to 17



K

\$5.98

Linen-look
Rayon
Sizes
10 to 20



ALL PAGE 25... DRESSES



A
Smart
New Indian
Print
\$5.98
Sizes
10 to 18

B
Woven
Check
Gingham
\$6.98
Sizes
10 to 18;
14½ to 18½

C
Fine
Combed
Broadcloth
\$6.98
Sizes
12 to 20;
16½ to 24½

D
Modern
Print
\$6.98
Sizes
10 to 18;
9 to 17



E
Cotton
Satin
\$7.29
Sizes
10 to 18;
9 to 17

BEAUTIFUL NEW COTTONS . . ALL WASHABLE

All in Misses' sizes; 2 in Juniors' . . 2 in Shorter Women's

A SMART NEW INDIAN PRINT . . fine quality, Sanforized cotton with a gorgeously colored and patterned print. This halter dress is the purest flattery under the sun . . or the moon. Fitted front midriff; low sunback; tiered skirt that whirls wide when you walk or dance. Long back zipper for smooth fit; reinforced belt of black rayon velvet. Washfast, won't shrink over 1%. Shpg. wt. 1 lb. 9 oz. Misses' sizes 10, 12, 14, 16, 18 only. Order correct size.
031 K 4629—Indian design print . . red with deep and bright colors. Only \$5.98

B WOVEN CHECK GINGHAM . . one of our newest and most beautiful cotton dresses. Our distinctive version of the sailor collar is in cotton pique . . it dips to a point in back, has carefully mitred ribbon trim of washable nylon velvet. Full 4-gore skirt, unpressed pleats in front. Expertly tailored. Shpg. wt. 1 lb. 6 oz.
Misses' sizes 10, 12, 14, 16, 18. Order correct size.
031 K 4630—Black, white \$6.98
031 K 4631—Navy, white 6.98
Shorter Women's sizes 14½, 16½, 18½. Order correct size.
031 K 6630—Black, white \$6.98
031 K 6631—Navy, white 6.98

C FINE COMBED BROADCLOTH . . smooth as silk, won't shrink over 1%. This stunning coat dress has a lovely neckline, and rich white embroidery that accents the slenderizing line of the scalloped closing. Expertly made with gently flared 6-gore skirt. Washable. Shpg. wt. 1 lb. 9 oz.
Misses' sizes 12, 14, 16, 18, 20.
031 K 4632—Black with white
031 K 4633—Navy with white
Shorter Women's sizes 16½, 18½, 20½, 22½, 24½.
031 K 6610—Black with white
031 K 6611—Navy with white
Order correct size. . . Each \$6.98

D MODERN PRINT COTTON with rich bands of stitched ruching that circle the skirt 3 times and trim the front of the sweetheart neckline. New cut-away shoulders . . flared 4-gore skirt. A very expensive looking dress in a firmly woven fabric that is as softly lustrous as silk. Matching solid color belt and trim. Shpg. wt. 1 lb. 5 oz.
Misses' sizes 10, 12, 14, 16, 18; Juniors' sizes 9, 11, 13, 15, 17. Order correct size.
031 K 2618—Burnt orange print on white \$6.98
031 K 2619—Turquoise blue print on white 6.98

E BEAUTIFUL COTTON SATIN that stays firm and lustrous, resists wrinkles. This dress has a special, young elegance. The bodice front has rows of finely stitched tucks . . the skirt whirls with unpressed pleats all around. Genuine fresh-water pearl buttons on bodice and cross-over belt. Two-inch hem. Shpg. wt. 1 lb. 7 oz. Misses' sizes 10, 12, 14, 16, 18; Juniors' sizes 9, 11, 13, 15, 17; Order correct size.
031 K 4625—Wedgwood (light) blue. . . . \$7.29
031 K 4626—Rose pink. 7.29

Dresses on these 2 pages will be shipped from Philadelphia, Kansas City or Atlanta, whichever is nearest. Order, pay postage from your mail order house. Order regularly and get your Sears catalogs regularly. Select your entire wardrobe the convenient catalog way . . right in your own home. You'll save time and money . . and look better dressed. Satisfaction guaranteed



A
Washfast
80-sq. Percale
\$3.98
Sizes
10 to 20;
16½ to 22½

B
Sanforized
Denim
\$5.98
Sizes 10 to 20;
9 to 17; 40, 42

C
Sanforized
Chambray
\$5.59
Sizes 10 to 20;
14½ to 22½

D
No-Iron
Cotton Plisse
\$4.98
Sizes
9 to 17;
10 to 18

"So-Easy-Wraps" for work, play, leisure

OUR OWN TRADE MARK
Our wrap-arounds are for modern, casual living.
They wash . . have deep overlaps that can't gap.

A WASHFAST CALICO-PRINT 80-sq. percale; sunfast. This charming back-wrap dress is ideal for barbecues, square dances, TV parties . . as well as street and house wear. It has gold-color piping at the sweetheart neck and the handy patch pocket; puff sleeves gathered at the shoulder; pull-through belt for adjustable waist; full skirt with gathers all around. Shpg. wt. 1 lb. 5 oz. *Misses' sizes* 10, 12, 14, 16, 18, 20; *Shorter Women's* 16½, 18½, 20½, 22½ only. *Measure; order correct size.* 031 K 7101—Multicolor flowers on black. only \$3.98

B SANFORIZED DENIM . . our versatile "Carefree." It's a sun-dress . . with a blouse, it's a jumper. No-rust brass on the pull-through belt; double stitched seams; big 6-gore skirt. Won't shrink over 1%. *Misses' sizes* 10, 12, 14, 16, 18, 20; *Juniors' sizes* 9, 11, 13, 15, 17; *Women's sizes* 40, 42. *Measure; order correct size.* 031 K 7256—Navy blue jean-weight denim; wash separately as you do jeans. Shpg. wt. 1 lb. 15 oz. Each \$5.98 031 K 7257—Faded (lt.) blue dress-weight denim; wash in luke-warm water. Shipping wt. 1 lb. 10 oz. Each \$5.98

C SANFORIZED CHAMBRAY . . won't shrink over 1%. This back-wrap dress is pretty enough for street or party wear . . has white rick-rack all around bodice and skirt; pull-through belt to adjust waist; scoop neck in front and back, with big white plastic button in back (see small view). The skirt is gathered all around, has a handy set-in pocket. Hand wash separately. Shpg. wt. 1 lb. 14 oz. *Misses' sizes* 10, 12, 14, 16, 18, 20; *Shorter Women's* 14½, 16½, 18½, 20½, 22½. *Order correct size.* 031 K 7104—Medium blue. \$5.59 031 K 7105R—Oxford gray. 5.59

D NO-IRON COTTON PLISSE in a very smart new Dalmatian print . . keeps its new look and good fit because it's washfast, sunfast, and won't shrink over 3%. This clever and very flattering wrap-and-tie dress adjusts to any size bust or waist . . has a scoop neck gathered in front; gathered skirt over 115 inches wide; set-in pockets. Shpg. wt. 1 lb. 2 oz. *Juniors' sizes* 9, 11, 13, 15, 17; *Misses' sizes* 10, 12, 14, 16, 18. *Please measure; order your correct size.* 031 K 7263—Black on white. only \$4.98

E NEW WASHFAST NO-IRON RIPPLED COTTON . . sunfast, won't shrink over 1%. This side-wrap dress has the big collar that's such big fashion news this year . . a deep, wide and very flattering shawl collar edged with reverse-print all around. The full skirt has set-in pockets, 2-gore back. *Misses' sizes* 12, 14, 16, 18, 20. 031 K 7265—Turquoise blue with white print 031 K 7266—White with turquoise blue print 031 K 7267—White ground with red print Wt. 1 lb. 9 oz. *Order correct size. . . .* Each \$6.98

E
No-Iron
Rippled Cotton
\$6.98
Sizes
12 to 20



Measure and see size charts on page 82 to determine the size that will fit you best with little or no alteration. You can buy dresses or anything in this book on Easy Terms; see inside back cover.

More than 90 styles for Shorter Women

More than 30 styles also
in regular Women's sizes . .
and a fine assortment
in Larger Women's sizes

Every dress on these 2 and the following 8 pages comes in Shorter Women's sizes. You'll find more on pages 16 and 17 and throughout the Misses' section . . and be sure to see the big assortment of lower priced dresses on pages 38 through 45.

Sears specializes in fashions in Shorter Women's sizes . . shown by government survey to fit the majority of American women best. They're proportioned for the mature figure, 5 feet 3 inches and under without shoes . . . shorter from shoulder to waist, and from waist to hem than regular Women's sizes.

Please study the descriptions on page 82 to determine your figure type . . then measure carefully for your exact size.

**MEASURE
AND
BE SURE**
see
page 82

Dresses on these two pages will be shipped from Philadelphia, Kansas City or Atlanta, whichever is nearest. Order and pay postage from your Sears mail order house.

Use Sears Easy Terms . . see inside back cover for complete details.



Tweed-look
Rayon
and Acetate
\$8.98
Sizes
14½ to 22½;
36 to 42

Our Finest
Rayon Crepe
\$9.98
Sizes
14½ to 24½

TWEED-LOOK RAYON AND ACETATE SUIT-DRESS. This outfit has all the qualities that make so many busy American women choose the "tweed look" every time. The handsome, firm fabric resists wrinkles and looks fresh all day . . the flattering new style is smart for town and country, the office, or traveling. The easy-fitting jacket has a double-breasted effect that slenderizes the waistline . . and a slightly flared peplum that flatters the hips. Linen-look rayon collar and cuffs. The slim skirt has a smooth-fitting 3-gore back; 2-inch hem, ¼-inch sideseams for easy alteration. Dry clean. Shpg. wt. 2 lbs. 2 oz.

Shorter Women's sizes 14½, 16½, 18½, 20½, 22½;
Women's sizes 36, 38, 40, 42. Order correct size.
031 K 6035—Navy blue with white flecks. . . . \$8.98
031 K 6034—Charcoal gray with white flecks. . . 8.98

OUR FINEST RAYON CREPE in all-over print of bright-centered daisies . . a beautiful fabric dramatized by a very feminine dress with slenderizing lines. The bodice front has self-fabric bands over 100% nylon marquisette . . pretty and delicate looking, yet the sturdy nylon resists rips and assures long wear. The smart surplice front and the cuffs of the cap sleeves are accented by fine quality gray acetate taffeta. The skirt is gracefully draped to flatter the hips . . has a peg pocket at one side, 3 pleats stitched part-way at the other; smooth-fitting 3-gore back. Rhinestone-set plastic buttons. Dry clean. Shpg. wt. 1 lb. 6 oz. Only in Shorter Women's sizes 14½, 16½, 18½, 20½, 22½, 24½. Please order your correct size.

031 K 6032—Royal blue, gray and white. . . . \$9.98
031 K 6033—Bright red, gray and white. . . . 9.98



Rayon and
Acetate Crepe
\$8.98
Sizes
14½ to 24½;
38 to 44;
46 to 52



Our Best
Rayon Honan
\$9.49
Sizes
14½ to 22½



Nylon and
Acetate Lace
\$14.98
Sizes
14½ to 24½;
34 to 44

FINE QUALITY SEMI-SHEER CREPE . . . firmly woven rayon and acetate, perfect choice for year 'round wear. This beautiful dress has a dyed-to-match lace-over-crepe yoke which goes all around the back (see small view) . . . fine quality, heavy cotton lace. Sweet-heart neckline has matching lace insert . . . 2 star-shaped ornaments with rhinestones and simulated pearls. The 8-gore skirt fits smoothly over the hips, then flares slightly for a gracefully wider hemline. Expertly tailored, with 2-inch hem. Dry clean. Shpg. wt. 1 lb. 7 oz. *Shorter Women's sizes* 14½, 16½, 18½, 20½, 22½, 24½; *Women's sizes* 38, 40, 42, 44; *Larger Women's sizes* 46, 48, 50, 52. Measure; please be sure to order your correct size.

031 K 5005—Navy blue 031 K 5006—Black
031 K 5007—Turquoise blue Each only \$8.98

OUR BEST RAYON HONAN . . . WRINKLE-RESISTANT, firm-bodied new fabric with an interesting linen-like texture . . . attractively printed with butterflies. This dress is so smart in every detail, so easy to step into, and so becoming . . . you'll practically live in it. The front yoke of the bodice gives you the wider shoulderline that makes hips and waist look more slender. The extra collar is white linen-look rayon . . . easy to detach and wash by hand. The skirt has unpressed pleats in front, 2-gore bias back. Expertly made, with rhinestone-set plastic buttons; 2-inch hem, ⅞-inch sideseams. Dry clean. Shpg. wt. 1 lb. 10 oz. *Only in Shorter Women's sizes* 14½, 16½, 18½, 20½, 22½. Measure; order your correct size.

031 K 6036—Navy blue with white only \$9.49
031 K 6037—Aqua blue with white only 9.49

NYLON AND ACETATE LACE . . . 100% nylon net with beautiful design of acetate. This lace dress is just as elegant as can be. The beautiful neckline is framed by a wing collar of fine quality matching acetate taffeta . . . jewel-like ornaments included. Shoulder pleats give you a becoming bustline; the skirt flares gracefully. Cuffs, bodice lining and attached slip are matching acetate taffeta. Dry clean. Shpg. wt. 2 lbs. 1 oz. *Shorter Women's sizes* 14½, 16½, 18½, 20½, 22½, 24½; *Women's sizes* 34, 36, 38, 40, 42, 44. Measure and check size charts. Order correct size.

031 K 8675—Navy blue only \$14.98
031 K 8676—Powder (light) blue only 14.98
031 K 8677—Rose pink only 14.98



WONDERFUL NEW DRESSES.

SILK AND ORLON*

Miracle shantung . . resists wrinkles, won't water spot, needs little or no ironing

Sizes 14½ to 22½ **\$12.98**

NEW VERSION OF THE EMPIRE SILHOUETTE . . smart and easy to wear because of the soft folds over the bustline and the soft pleats in the skirt front. Fitted midriff with finely stitched tucks . . white shantung trim, easy to detach. Washable, won't shrink over 3%. Shpg. wt. 1 lb. 4 oz. *Only in Shorter Women's sizes 14½, 16½, 18½, 20½, 22½. Order correct size.*

031K6025—Shimmering oxford gray with white **\$12.98**
031K6026—Shimmering copen blue with white . . **12.98**

100% NYLON JERSEY

Keeps its new look . . refuses to wrinkle, sag or stretch; needs no ironing

Sizes 14½ to 24½; 38 to 44 **\$9.98**

YOUNG AND VERY VERSATILE step-in dress . . with its own separate scarf-collar of crisp white nylon organdy. Skirt has pleats stitched part-way in front, smooth 3-gore back; 2-inch hem. Washable, won't shrink over 3%. *Shorter Women's sizes 14½, 16½, 18½, 20½, 22½, 24½; Women's sizes 38, 40, 42, 44.*

031 K 6055—Black with white duco-printed daisies
031 K 6056—Navy with white duco-printed daisies
Shpg. wt. 1 lb. 7 oz. *Order correct size. Each \$9.98*

PART-NYLON MESH

34% nylon, 66% acetate with woven design of circles. Resists rips

Sizes 14½ to 24½; 38 to 44; 46 to 52 **\$9.98**

COAT DRESS WITH WONDERFUL 20-GORE SKIRT . . expertly tailored and becoming to everyone. Shoulder flanges provide bustline fullness; 2-inch hem. Hand wash; won't shrink over 3% . . needs little or no ironing. Shpg. wt. 1 lb. 9 oz. *Shorter Women's sizes 14½, 16½, 18½, 20½, 22½, 24½; Women's sizes 38, 40, 42, 44; Larger Women's 46, 48, 50, 52.*

031 K 6049—Rose pink
031 K 6047—Navy blue
031 K 6048—Aqua green
Order correct size. Ea. \$9.98

Dresses on these 2 pages will be shipped from Philadelphia, Kansas City or Atlanta, whichever is nearest. Order, pay postage from your mail order house. You can buy dresses on Easy Terms; see inside back cover



NEED LITTLE OR NO IRONING

PART-NYLON JERSEY

With woven tucks... 18% nylon,
82% acetate; refuses to sag
or stretch, needs no ironing

Sizes 14½ to 22½ **\$8.49**

PRETTY DRESS WITH WOVEN TUCKS to underscore all its becoming lines... the flattering new neckline... the easy skirt with unpressed pleats in front, smooth 3-gore back. Expertly tailored with 2-inch hem for easy altering. Hand wash; won't shrink over 3%. Shpg. wt. 1 lb. 6 oz. *Only in Shorter Women's sizes 14½, 16½, 18½, 20½, 22½. Order correct size.*

031 K 6050—Powder (lt.) blue
031 K 6052—Pale pink

031 K 6051—Lilac
Each only \$8.49

COTTON AND SILK

With tiny woven pin checks;
looks like silk, washes like
cotton, needs little ironing

Sizes 14½ to 22½ **\$10.49**

GOOD LOOKING NEW DRESS in a handsome, firm-bodied new fabric with black pin checks; matching solid color bow and neckline facing are acetate and silk. Pointed yoke; skirt with stitched front pleats, 3-gore back. 2-inch hem, ⅛-inch side-seams. Washable, won't shrink over 3%. Shpg. wt. 1 lb. 5 oz. *Shorter Women's sizes 14½, 16½, 18½, 20½, 22½.*
031 K 6038—Mauve rose 031 K 6039—Oxford gray
031 K 6040—Copen blue. *Order correct size. Ea. \$10.49*

NYLON AND DACRON*

Crisp, cool, finely crinkled
sheer... with ⅛-in. checks
... first time in our catalog

Sizes 14½ to 24½ **\$7.98**

BEAUTIFUL MEDALLIONS OF RICH COTTON LACE sprinkled with rhinestones accent the neckline of this pretty dress. Expertly tailored; 4-gore skirt has set-in pockets, 2-inch hem, ⅛-inch side-seams. Washable fabric with ⅛-inch checks; won't shrink over 3%. Shpg. wt. 1 lb. 1 oz. *Shorter Women's sizes 14½, 16½, 18½, 20½, 22½, 24½. Order correct size.*
031 K 6053—Navy blue and white woven checks... \$7.98
031 K 6054—Turquoise blue, white woven checks... 7.98

YOUR DRESSES WILL FIT better if you follow measuring instructions on page 82 to determine correct size. Order the same size in our least expensive dresses that you take in our finest quality

*DuPont trademark for polyester fiber

PCKMN PAGE 31 .. DRESSES

A

Pima Cotton
and Nylon

\$8.29.

Sizes
14½ to 24½;
36 to 44; 46, 48

B

Woven Check
Gingham

\$8.98

Sizes
14½ to 24½

C

Chromspun
Acetate and
Cotton

\$6.98

Sizes
14½ to 24½;
38 to 44

O.K'd FOR WASHING... SHRINKAGE

A PIMA COTTON AND NYLON... one of the best looking of all the new fabrics... and one of the best loved, because it keeps its crispness and soft luster. This smart dress is easy to wear... has a lovely neckline set off by deep, soft pleating; 2-gore skirt back. Rhinestone pins. Hand wash separately, won't shrink over 3%. Shpg. wt. 1 lb. 5 oz. *Shorter Women's sizes* 14½, 16½, 18½, 20½, 22½, 24½; *Women's sizes* 36, 38, 40, 42, 44; *Larger Women's sizes* 46, 48. Order your correct size. 031 K 6044—Plum wine 031 K 6046—Navy 031 K 6045—Oxford gray Each... \$8.29

C CHROMSPUN ACETATE AND COTTON... seer-sucker with woven stripes... keeps its color, sheds wrinkles. Here is a becoming and easy-to-wear dress. It has a slim skirt with front pleat, tab-and-button trimmed pocket, 2-gore back. Expertly made with 2-inch hem. Washable, won't shrink over 3%, needs little ironing. Shpg. wt. 1 lb. 7 oz. *Shorter Women's sizes* 14½, 16½, 18½, 20½, 22½, 24½; *Women's* 38, 40, 42, 44. Order correct size. 031 K 6592—Oxford gray, white stripes. \$6.98 031 K 6593—Copen blue, white stripes. 6.98

B OUR FINEST WOVEN CHECK GINGHAM... firm-bodied, combed cotton in a dressy style that is extremely becoming to everyone. Its slenderizing lines are accented by mitered bands of self fabric over sturdy 100% nylon marquisette. Beautifully tailored with flared 4-gore skirt, 1½-inch hem... beautifully trimmed with rhinestone-set plastic buttons. Washable; won't shrink over 3%. Shpg. wt. 1 lb. 5 oz. *Only in Shorter Women's sizes* 14½, 16½, 18½, 20½, 22½, 24½. Order correct size. 031 K 6425—Black and white checks... \$8.98 031 K 6426—Navy and white checks... 8.98

D NEW WASHABLE PONGEE... acetate and cotton that looks like silk, washes like cotton. This versatile ensemble is very flattering. The bolero slims your hips... the sleeveless coat dress has slenderizing side-buttoned closing and graceful 4-gore skirt. Well made, with ¾-inch sideseams and 2-inch hem. Washable, won't shrink over 3%. Shpg. wt. 1 lb. 7 oz. *Only in Shorter Women's sizes* 14½, 16½, 18½, 20½, 22½, 24½. Order correct size. 031 K 6027—Pale pongee—beige ground with multicolor design outlined in black; 2 pcs. \$9.98

D

Acetate and
Cotton Pongee

\$9.98

Sizes
14½ to 24½



A
OUR BEST
Rayon Sheer...
Washable
\$8.49
Sizes 14½ to 24½;
38 to 44
\$8.98
Sizes 46 to 52



B
100% NYLON
\$5.98
Sizes
14½ to 24½;
36 to 44



**MEASURE
AND
BE SURE**
see
page 82

C
New Washable
Acetate and
Cotton
Pongee
\$7.29
Sizes
14½ to 22½

AND WEAR... LABORATORY TESTED

A OUR BEST RAYON SHEER new print in smart dark colors with white... washable, won't shrink over 3%. This becoming coat dress has shoulder flanges and a detachable linen-look rayon collar. Expertly tailored, with 3-gore skirt back, 2-inch hem, ⅛-inch sideseams. Shpg. wt. 1 lb. 6 oz. *Measure; order correct size.*
Shorter Women's sizes 14½, 16½, 18½, 20½, 22½, 24½; Women's sizes 38, 40, 42, 44.
031K6029-Navy and white
031K6030-Black, white
031K6031-Deep brown and white... Each \$8.49

Larger Women's sizes 46, 48, 50, 52. Check with size charts.
031K6382-Navy, white
031K6383-Black, white
031K6384-Deep brown and white... Each \$8.98

C NEW WASHABLE PONGEE... acetate and cotton that looks like silk, washes like cotton... first time in our catalog! We think this dress will be one of your favorites... it's so very pretty and so completely practical. The style is very youthful looking and easy to wear... classic bodice with glitter buttons, and a wonderful "umbrella" skirt of 20 gores. The print is a beautiful design of tiny black scrolls and little bright colored leaves. Won't shrink over 3%. Shipping weight 1 lb. 1 oz. *Only in Shorter Women's sizes 14½, 16½, 18½, 20½, 22½. Measure; order correct size.*
031 K 6577-Pale pongee-beige ground with print of multicolor leaves and black scrolls... only \$7.29

B 100% NYLON... crisp semi-sheer with narrow woven "ribbon" pucker... needs little or no ironing. Here's a very flattering dress... softly draped bodice with attached bow and rhinestone ornament, white trim of cotton waffle pique; smooth 2-gore skirt back. Hand wash; won't shrink over 3%. Shpg. wt. 15 oz. *Shorter Women's sizes 14½, 16½, 18½, 20½, 22½, 24½; Women's sizes 36, 38, 40, 42, 44. Order correct size.*
031 K 6547-Lilac with white... \$5.98
031 K 6546-Turquoise blue with white... 5.98
031 K 6545-Navy blue with white... 5.98

D CREASE-RESISTANT LINEN-LOOK RAYON that washes... in an expertly tailored suit-dress that has becoming, easy-to-wear lines. The unlined jacket has set-in pockets on the peplum, accented by medallions of lovely cotton lace. The separate slim skirt has smooth-fitting 3-gore back, 2-inch hem, ⅛-inch sideseams. Hand wash, won't shrink over 3%. Shpg. wt. 1 lb. 12 oz. *Shorter Women's sizes 16½, 18½, 20½, 22½, 24½; Women's sizes 38, 40, 42, 44. Order correct size.*
031 K 6583-Navy with white... 2 pcs. \$6.98
031 K 6584-Lilac with white... 2 pcs. 6.98

D
Linen-look
Rayon
\$6.98
Sizes
16½ to 24½;
38 to 44



To determine the size that will fit you best, always take your measurements carefully... then order correct size as indicated by measurement charts on page 82



JACKET DRESSES

VERSATILE ENSEMBLES . . TWICE AS SMART, TWICE AS USEFUL

SEMI-SHEER CREPE . . beautiful acetate and rayon in an ensemble that you'll wear proudly all year long. The easy-fitting unlined jacket has matching braid embroidery. The dress has shirring at shoulders for flattering bustline fullness; short cap sleeves; button trim; gracefully flared 5-gore skirt. Made to our highest standards; 2-inch hem and $\frac{3}{4}$ inch side seams for easy alteration. Dry clean. *Shorter Women's sizes 16½, 18½, 20½, 22½, 24½; Women's sizes 36, 38, 40, 42, 44. Order correct size. Shpg. wt. 2 lbs. 1 oz.*

031 K 9774—Navy blue dress and jacket, only. \$9.98
031 K 9775—Black dress and jacket, only. 9.98

NEW WOVEN STRIPE SEERSUCKER . . Chromspun acetate and cotton in a youthful outfit that's extremely becoming and wonderfully practical . . needs little ironing, won't shrink over 3%. Easy-to-wear dress has flattering neckline, 4-gore bias skirt, washable reinforced fabric belt. Bolero makes your hips look slimmer. A wonderful value at Sears low price. Washable. Shpg. wt. 1 lb. 4 oz. *Shorter Women's sizes 14½, 16½, 18½, 20½, 22½, 24½; Women's sizes 36, 38, 40, 42, 44; Larger Women's 46, 48. Order correct size.*

031 K 6548—Medium blue and white, . . . 2 pcs. \$6.98
031 K 6549—Lt. oxford gray and white, . . . 2 pcs. 6.98

You can dress better . . and SAVE AT SEARS

A 100% NYLON . . smooth, crisp sheer with white flock dots; needs little ironing. Here's a very pretty dress that looks well on everyone. Keyhole neckline with pleated insert . . grosgrain button trim . . 3-gore bias skirt. Hand wash. Shipping wt. 15 oz. *Only in Shorter Women's sizes 16½, 18½, 20½, 22½, 24½. Measure; order correct size.*

031 K 6554—Aqua blue with white dots . . . \$5.98
031 K 6555—Black with white dots . . . 5.98

B NEW RAYON HONAN THAT WASHES and resists wrinkles . . a firm, lustrous fabric with linen-like texture. Smartly tailored dress accented by red and white flower and piping. Gently flared 8-gore skirt with set-in pockets, 2-inch hem. Hand wash. Shpg. wt. 15 oz. *Shorter Women's sizes 14½, 16½, 18½, 20½, 22½. Measure; order correct size.*

031 K 6551—Navy with red and white trim . . \$5.98
031 K 6552—Med. gray with red and white trim 5.98

C 100% NYLON . . needs little ironing. The fabric is a lovely semi-sheer with a very tiny pucker . . the paisley print is very pretty and very much in fashion. Detachable nylon flower accents V-neck; shoulder flanges provide bustline fullness; 4-gore skirt has an easy flare, set-in pockets. Hand wash. Shpg. wt. 15 oz. *Measure; order correct size.*

Comes in Shorter Women's sizes 14½, 16½, 18½, 20½, 22½, 24½; Women's sizes 38, 40, 42, 44.

031 K 6566—Turquoise blue, gray and white . . \$5.98
031 K 6567—Lilac, gray and white . . . 5.98

Also in Larger Women's sizes 46, 48, 50, 52.

031 K 6569—Turquoise blue, gray and white . . \$6.59
031 K 6570—Lilac, gray and white . . . 6.59

D LINEN-LOOK RAYON THAT WASHES, resists wrinkles. Rich, dyed-to-match cotton lace accents the neckline and set-in pockets of this pretty dress. Shoulder flanges for bustline fullness; flared 4-gore skirt. Hand wash; won't shrink over 3%. Shpg. wt. 1 lb. 13 oz. *Shorter Women's sizes 14½, 16½, 18½, 20½, 22½, 24½. Order correct size.*

031 K 6589—Petal pink 031 K 6590—Medium blue
031 K 6591—Med. beige Each . . . \$5.98

E LINEN-LOOK RAYON THAT WASHES, resists wrinkles. Smart modern print in an easy-to-get-into coat dress. Flattering lapels . . slightly flared 4-gore skirt with set-in pockets. Contrast stitching on collar and down front. Hand wash; won't shrink over 3%. *Shorter Women's sizes 14½, 16½, 18½, 20½, 22½, 24½; Women's sizes 38, 40, 42, 44.*

031 K 6574—Aqua blue; luggage tan and black print
031 K 6575—Navy ground; turquoise blue and white
Shpg. wt. 1 lb. 14 oz. *Order correct size. . . Each \$6.29*

F RAYON CREPE THAT WASHES . . smooth fabric, easy to iron. This smart dress has button-trimmed tab at neck, 5-gore skirt with unpressed pleats in front. Opens to below waist. Hand wash separately. Shpg. wt. 12 oz. *Shorter Women's sizes 16½, 18½, 20½, 22½, 24½; Women's sizes 38, 40, 42, 44; Larger Women's 46, 48, 50, 52. Order correct size.*

031 K 5789—Navy blue and white print, only \$3.98
031 K 5790—Deep green and white print, only 3.98
031 K 5791—Deep brown and white print, only 3.98

G RAYON CREPE THAT WASHES . . easy to iron. Shoulder flanges for becoming bustline; 6-gore skirt with shirred front. Hand wash. Wt. 12 oz. *Shorter Women's sizes 14½, 16½, 18½, 20½, 22½, 24½.*

031 K 5786—Lavender ground, black and white print
031 K 5787—Lt. gray ground, black and white print
031 K 5788—Turquoise blue ground, black and white print . . . *Order correct size. . . . Each, only \$3.98*

H FACONNÉ SHEER . . acetate and rayon with self "shadow" design . . beautiful and very durable. This dress does a lot for your figure. It has shoulder flanges that provide bustline fullness; skirt front with gathers below double hip yoke; smooth 3-gore back. Dry clean. Shpg. wt. 1 lb. 2 oz. *Shorter Women's sizes 14½, 16½, 18½, 20½, 22½ only.*

031 K 6586—Navy 031 K 6587—Petal pink
031 K 6588—Aqua blue. *Order correct size. Each \$5.98*

Dresses on these 2 pages shipped from Philadelphia, Kansas City or Atlanta, whichever is nearest. Order, pay postage from your mail order house. Measure; see page 82. Easy Terms on inside back cover.



A
100% Nylon
\$5.98
Sizes
16½ to 24½



B
Rayon
Honor
that
Washes
\$5.98
Sizes
14½ to 22½



100% Nylon **C**
\$5.98
Sizes
14½ to 24½;
38 to 44
\$6.59
Sizes 46 to 52



D
Linen-
look
Rayon
that
Washes
\$5.98
Sizes
14½ to 24½

**MEASURE
AND
BE SURE**
see
page 82



E
Linen-
look
Rayon
that
Washes
\$6.29
Sizes
14½ to 24½;
38 to 44



F
Rayon
Crepe
that
Washes
\$3.98
Sizes
16½ to 24½;
38 to 44;
46 to 52



G
Rayon
Crepe
that
Washes
\$3.98
Sizes
14½ to 24½



H
Acetate
and
Rayon
Faconné
\$5.98
Sizes
14½ to 22½



A Woven Checked Gingham
\$6.39
Sizes 16 1/2 to 24 1/2



B Fine Combed Chambray
\$6.29
Sizes 16 1/2 to 24 1/2; 38 to 44



C Copy of Imported Sheer
\$5.98
Sizes 14 1/2 to 22 1/2



D Combed Yarn Chambray
\$5.98
Sizes 16 1/2 to 24 1/2



E Dan River Wrinkl-Shed® Chambray
\$7.59
Sizes 14 1/2 to 24 1/2

OUR BEST WASHABLE COTTONS

Youthful, new dresses for Shorter Women

A WOVEN CHECKED GINGHAM... won't shrink over 1%. Slim step-in dress with white cotton pique trim; 4-gore skirt, set-in pockets, kick pleat in back and front, 2-in. hem. Shpg. wt. 1 lb. 2 oz. *Shorter Women's* sizes 16 1/2, 18 1/2, 20 1/2, 22 1/2, 24 1/2. Order correct size. 031 K 6629—Black, white checks \$6.39

C COPY OF IMPORTED SHEER... yarn-dyed cotton with raised white over-plaid... very like the expensive Swiss original. Wrinkle-resistant. The dress is becoming and expertly tailored... has a soft bodice; 5-gore skirt with set-in pockets; carefully matched plaid. Shpg. wt. 1 lb. 2 oz. *Shorter Women's* sizes 14 1/2, 16 1/2, 18 1/2, 20 1/2, 22 1/2. Measure; order correct size. 031 K 6602—Mist (light) blue with white over-stripe... only \$5.98

E DAN RIVER WRINKL-SHED® chambray; resists wrinkles, won't shrink over 1%. Beautifully matched bands of self-fabric over 100% nylon marquisette on front of bodice and cuffs of bolero. Dress has 5-gore skirt. Washable. Shpg. wt. 1 lb. 6 oz. *Shorter Women's* sizes 14 1/2, 16 1/2, 18 1/2, 20 1/2, 22 1/2, 24 1/2. Order correct size. 031 K 6608—Light orchid rose... \$7.59 031 K 6609—Light brown... 7.59

B FINE COMBED CHAMBRAY... wrinkle-resistant; won't shrink over 1%. This well made coat dress has a tucked yoke, convertible collar, 6-gore skirt with set-in pockets, 2-inch hem. Shpg. wt. 1 lb. 5 oz. *Shorter Women's* sizes 16 1/2, 18 1/2, 20 1/2, 22 1/2, 24 1/2; *Women's* sizes 38, 40, 42, 44. Order correct size. 031 K 6606—Medium blue... \$6.29 031 K 6607—Medium gray... 6.29

D COMBED YARN CHAMBRAY... wrinkle-resistant. Pretty coat dress with braid embroidery in deeper tone; convertible collar; 7-gore skirt with set-in pockets; 2-inch hem. Shpg. wt. 1 lb. 6 oz. *Shorter Women's* sizes 16 1/2, 18 1/2, 20 1/2, 22 1/2, 24 1/2. Order correct size. 031 K 6625—Lt. orchid rose... \$5.98 031 K 6626—Light brown... 5.98

F SANFORIZED WOVEN PLAID gingham... decidedly new, extremely flattering dress with deep collar and soft insert of tiny pleats. Bow trim; 4-gore skirt with front fullness. Plaid is carefully matched. Washable, sunfast, won't shrink over 1%. Shipping wt. 1 lb. 4 oz. *Shorter Women's* sizes 16 1/2, 18 1/2, 20 1/2, 22 1/2, 24 1/2. Order correct size. 031 K 6632—Wine and gray plaid 031 K 6633—Royal and turquoise blue plaid... Each \$5.98

F Sanforized Woven Plaid
\$5.98
Sizes 16 1/2 to 24 1/2



Dresses on these 2 pages will be shipped from Philadelphia, Kansas City or Atlanta, whichever is nearest. Order, pay postage from your mail order house. Use Easy Terms to buy dresses or anything in this book... see inside back cover



A Washfast 80-square
Percalé
\$4.69 \$5.29
Sizes
14½ to 24½; 38 to 44 46 to 52

C Rayon Crepe
that Washes
\$5.98
Sizes
14½ to 24½; 36 to 44; 46 to 52

D New
Rayon Honan
that Washes
\$6.98
Sizes
16½ to 24½; 36 to 44; 46 to 52

B Washfast
80-square
Percalé
\$3.98 \$4.59
Sizes
16½ to 24½; 36 to 44 46 to 52

**MEASURE
AND
BE SURE**
see
page 82



E Washfast
Polished
Chambray
\$4.98 \$5.59
Sizes
14½ to 24½; 38 to 44 46 to 52

FOR THE GRACIOUS LADY

Easy-to-wear dresses with longer sleeves and skirts

A WASHFAST 80-SQ. PERCALE PRINT . . . coat dress trimmed with medallions of white cotton lace. 3-gore skirt back, 2-inch hem. Shpg. wt. 1 lb. 1 oz. *Shorter Women's sizes* 14½, 16½, 18½, 20½, 22½, 24½; *Women's sizes* 36, 38, 40, 42, 44. 031 K 4953—Med. blue, black and white 031 K 4954—Deep red, black and white *Order correct size.* Each \$4.69 *Larger Women's sizes* 46, 48, 50, 52. 031 K 4955—Med. blue, black and white 031 K 4956—Deep red, black and white *Order correct size.* Each \$5.29

C RAYON CREPE THAT WASHES . . . smart print in a coat dress with becoming bustline fullness; 3-gore skirt back. Matching solid trim is acetate taffeta. Hand wash. Shpg. wt. 1 lb. 4 oz. *Shorter Women's sizes* 14½, 16½, 18½, 20½, 22½, 24½; *Women's sizes* 36, 38, 40, 42, 44; *Larger Women's sizes* 46, 48, 50, 52. *Measure; order correct size.* 031 K 6557—Navy blue with white \$5.98 031 K 6558—Black with white . . . 5.98 031 K 6559—Dark green with white 5.98

E POLISHED CHAMBRAY . . . keeps its luster, won't shrink over 2%. Coat dress with shoulder flanges, 3-gore skirt back, 2-inch hem. Matching and white striped piping. Washfast. Shpg. wt. 1 lb. 5 oz. *Order correct size. Shorter Women's sizes* 14½, 16½, 18½, 20½, 22½, 24½; *Women's sizes* 36, 38, 40, 42, 44. 031 K 4950—Light oxford gray . . \$4.98 031 K 4951—Light brown 4.98 *Larger Women's sizes* 46, 48, 50, 52. 031 K 4957—Light oxford gray . . \$5.59 031 K 4958—Light brown 5.59

B WASHFAST 80-SQ. PERCALE . . white ground print, eyelet trim; 5-gore skirt. Wt. 14 oz. *Order correct size. Shorter Women's sizes* 16½, 18½, 20½, 22½, 24½; *Women's sizes* 36, 38, 40, 42, 44. 031 K 5800—Lilac 031 K 5801—Gray 031 K 5802—Bright blue. . . Each \$3.98 *Larger Women's sizes* 46, 48, 50, 52. 031 K 5838—Lilac 031 K 5839—Gray 031 K 5840—Bright blue. . . Each \$4.59

D NEW RAYON HONAN that washes . . a lustrous, firm-bodied new fabric with a handsome linen-like texture; wrinkle-resistant. Rows of fine, even contrast stitching accent this smart coat dress . . shoulder flanges and 3-gore skirt back give it an easy, becoming fit. Hand wash. *Shorter Women's sizes* 16½, 18½, 20½, 22½, 24½; *Women's sizes* 36, 38, 40, 42, 44; *Larger Women's sizes* 46, 48, 50, 52. *Measure, check size charts; order correct size.* 031 K 6560—Light gray with black trim 031 K 6561—Light beige with brown trim 031 K 6562—Light blue with navy trim Shpg. wt. 1 lb. 7 oz. Each \$6.98

F SEMI-SHEER CREPE . . acetate and rayon with pretty duco print. Shoulder flanges for bustline fullness; 3-gore skirt back. Dry clean. Shpg. wt. 1 lb. 11 oz. *Shorter Women's sizes* 14½, 16½, 18½, 20½, 22½, 24½; *Women's sizes* 36, 38, 40, 42, 44; *Larger Women's sizes* 46, 48, 50, 52. *Order correct size.* 031 K 5500—Black ground with pink, blue and white duco print . . . \$6.98 031 K 5501—Navy ground with pink, blue and white duco print . . . \$6.98

F Semi-sheer
Acetate and
Rayon Crepe
\$6.98
Sizes
14½ to 24½; 36 to 44; 46 to 52



**MEASURE
AND
BE SURE**

see page
82



100% NYLON \$4.98 EACH

OUR LOWEST PRICE EVER

Even Sears has never offered 100% nylon dresses at such a low price before. This is the same finely puckered semi-sheer that is so popular in high priced dresses. It dries dry, won't shrink over 3%, resists rips . . . and never needs ironing!

VERSATILE AND VIVACIOUS . . . looks equally smart with dressy or tailored accessories. The tucked bodice front has glittering rhinestone-set plastic buttons and a detachable white flower; the skirt is gathered all around. Hand wash separately. Wt. 15 oz.

Misses' sizes 10, 12, 14, 16, 18; Also Juniors' sizes 9, 11, 13, 15, 17.

031K2700-Navy 031K2701-Aqua blue
Order correct size Each \$4.98

FLATTERING AND VERY FEMININE dress with tiny pleats at shoulders to provide bustline fullness; bow trim; 2-gore skirt back. Rhinestone pin. Hand wash separately. Shpg. wt. 15 oz.

Misses' sizes 12, 14, 16, 18, 20.

031 K 4700-Navy 031 K 4701-Lilac
Also comes in *Shorter Women's sizes* 14½, 16½, 18½, 20½, 22½, 24½.

031 K 6710-Navy 031 K 6711-Lilac
Order correct size Each \$4.98



JERSEY that WASHES

\$6.98 Sizes 14½ to 24½

WRINKLE-RESISTANT RAYON JERSEY with duco-printed dots . . a lovely, soft fabric that wears and wears. This smart 2-piece dress is flattering and very easy to wear. Semi-fitted jacket has shoulder flanges for bustline fullness; set-in pockets on peplum. Slim skirt has a front walk-slit, smooth 3-gore back. Hand wash; color won't run. Shipping weight 1 lb. 8 oz.

Only in Shorter Women's sizes 14½, 16½, 18½, 20½, 22½, 24½. Please measure; order correct size.

031K6563-Black with white . . . \$6.98
031K6564-Navy blue with white 6.98

\$6.98 Sizes 16½ to 24½;
36 to 44; 46 to 52

WRINKLE-RESISTANT ACETATE jersey with white duco-printed squares . . a beautiful fabric that gives amazing wear. This slenderizing coat dress has shoulder flanges for bustline fullness; comfortable set-in sleeves; 5-gore skirt with unpressed pleats on each side in front. Hand wash. Shipping weight 1 pound 10 ounces.

Shorter Women's sizes 16½, 18½, 20½, 22½, 24½; Women's sizes 36, 38, 40, 42, 44; Larger Women's sizes 46, 48, 50, 52. Please measure; order correct size.

031K5509-Black with white . . . \$6.98
031K5510-Navy blue with white 6.98

MEASURE AND BE SURE . . see page 82. Make the most of your figure by ordering the size that fits you best. Check with charts to determine your correct size. Satisfaction guaranteed or your money back



SPORT CHAMBRAY

\$4.98 Sizes 10 to 20

SPORT CHAMBRAY . . stronger and heavier than regular chambray . . washable, won't shrink more than 1%. This is one of our smartest and most versatile cottons . . perfect for trips to town or to the picnic grounds. It has the big, big collar everyone loves this year . . and a wide whirling 16-gore skirt with 8 rows of sparkling white piping all around. Shipping weight 1 lb. 10 oz.

Misses' sizes 10, 12, 14, 16, 18, 20. Measure; order correct size.

031 K 4813—Medium blue . . . \$4.98
031 K 4814—Deep gray . . . 4.98

\$4.98 Sizes 10 to 20

SPORT CHAMBRAY . . stronger and heavier than ordinary chambray; washable, won't shrink over 1%. Versatile 2-piece outfit . . a sundress (see small view) and a big sailor collar that buttons on and off, wonderful cover-up for town or nippy evenings. The dress has tucks stitched in white on bodice and patch pockets; flared 4-gore skirt; long back zipper. Shpg. wt. 1 lb. 8 oz.

Misses' sizes 10, 12, 14, 16, 18, 20. Measure; order correct size.

031 K 4803—Medium blue . . . \$4.98
031 K 4804—Deep gray . . . 4.98



ACTION CLASSICS

\$5.79 Linen-look Rayon

Expertly tailored dresses with • action-back yoke • buttoned action-sleeve (seersucker also without sleeves) • 7-gore skirt • elasticized belt • 2-inch hem

LINEN-LOOK RAYON

Washable; won't shrink over 3%. Shpg. wt. 1 lb. 13 oz. Measure; order correct size.

A WITH SLEEVES.
Misses' sizes 12, 14, 16, 18, 20.
031 K 4772—Aqua blue; navy belt . . . \$5.79
031 K 4771—Beige with Navy belt . . . 5.79
031 K 4773—Petal pink; navy belt . . . 5.79
Shorter Women's sizes 14½, 16½, 18½, 20½, 22½, 24½.
031 K 6772—Aqua blue; navy belt . . . \$5.79
031 K 6771—Beige with Navy belt . . . 5.79
031 K 6773—Petal pink; navy belt . . . 5.79

\$5.59 Striped Seersucker

WOVEN STRIPE SEERSUCKER

Washfast cotton with white stripes. Shpg. wt. 1 lb. 4 oz. Order correct size.

B WITH SLEEVES.
Misses' sizes 12, 14, 16, 18, 20;
Shorter Women's 14½, 16½, 18½, 20½, 22½, 24½.
031 K 6671—Red
031 K 6673—Brown
031 K 6674—Medium blue . . . Each \$5.59
C SLEEVELESS.
Misses' sizes 12, 14, 16, 18, 20;
Shorter Women's 14½, 16½, 18½, 20½, 22½, 24½.
031 K 4822—Red
031 K 4823—Brown
031 K 4824—Medium blue . . . Each \$5.59

Dresses on these 2 pages are shipped from Philadelphia, Kansas City or Atlanta, whichever is nearest. Order and pay postage from your mail order house. Use Sears Easy Terms . . see inside back cover.



A
Embossed
Cotton
\$4.98
Sizes
9 to 15

B
Polished
Cotton
with Broadcloth
\$3.98
Sizes
9 to 15

C
80-Square
Percal
\$4.98
Sizes
9 to 15

D
80-Square
Percal
\$2.98
Sizes
9 to 17



E
80-Square
Percal
\$4.98
Sizes 9 to 17;
10 to 18

F
80-Square
Percal
\$3.98
Sizes
9 to 15

NEW JUNIOR COTTONS

A DRESS AND CAP of crisp washable cotton with embossed ribbing make an adorable outfit. Jaunty dress buttons to waist . . . has 2-gore skirt back; 2 patch pockets. Dress and "boy-cap" both trimmed with navy and white striped pique. Shpg. wt. 1 lb. 3 oz. Juniors' sizes 9, 11, 13, 15. Order correct size.
031 K 2832—Aqua blue . . . \$4.98
031 K 2833—Light pink . . . 4.98

C TINY FLORAL PRINT is very pretty in this smart little dress of Sanforized 80-sq. percale. Skirt is gathered all around from front inverted pleat; collar and tie are white pique. White plastic buttons. Washable . . . won't shrink over 1%. Shpg. wt. 1 lb. 6 oz. Juniors' sizes 9, 11, 13, 15. Order correct size.
031 K 2824—Yellow on black \$4.98
031 K 2825—Aqua on black 4.98

E RHUMBA DRESS is washable 80-sq. percale, with gay little roses printed on white ground. Neckline scoops 'way down in back; 7 rows of self-ruffles dance around flared skirt. Side zipper; self-belt. Shpg. wt. 1 lb. 6 oz. Juniors' sizes 9, 11, 13, 15, 17; Misses' 10, 12, 14, 16, 18. Order correct size.
031 K 2830—Green and rose \$4.98
031 K 2831—Gray and yellow 4.98

B POLISHED COTTONINGAY floral print on white ground with matching solid-color broadcloth. Charming corselet effect gives you the tiny waistline you love; scoop-neck front and back; skirt is gathered all around. Side zipper. Washable. Shpg. wt. 15 oz. Juniors' sizes 9, 11, 13, 15. Measure; order correct size.
031 K 2822—Red print . . . \$3.98
031 K 2823—Green print . . . 3.98

D BLACK AND WHITE CHECKS are set off by border print of black, white and colored bands. Dress is washable 80-sq. percale; has glitter buttons, all-around gathered skirt. Shpg. wt. 12 oz. Juniors' sizes 9, 11, 13, 15, 17. Order correct size.
031 K 2826—Bright red on black and white . . . \$2.98
031 K 2827—Bright green on black and white . . . \$2.98

F 2-PIECE DRESS in checked 80-sq. percale is as cute as can be . . . tuck-in top is scooped front and back; skirt is gathered all around from inverted front pleat, has printed border design, side zipper. White daisies are included. Washable. Shpg. wt. 1 lb. 7 oz. Juniors' sizes 9, 11, 13, 15. Order correct size.
031 K 2828—Navy, white \$3.98
031 K 2829—Black, white 3.98

Petticoats used under full skirts *not* included. See index for full assortment. Use Easy Terms; inside back cover. Measure . . . see page 82



A
Polished
Chambray
\$4.98
Sizes
12 to 20;
14½ to 24½

B
Woven Plaid
Gingham
\$4.98
Sizes
12 to 20

C
Woven Stripe
Seersucker
\$5.59
Sizes
12 to 20

D
Polished
Cotton
\$5.59
Sizes
12 to 20

NEW MISSES' COTTONS

A POLISHED CHAMBRAY step-in dress with new bodice detail. . 2 tucked patch pockets. Four-gore skirt; plastic buttons. Washfast. Shpg. wt. 1 lb. 3 oz. *State size.* Misses' sizes 12, 14, 16, 18, 20.

031 K 4862—Medium gray . . \$4.98
031 K 4863—Medium brown 4.98

Also Shorter Women's sizes 14½, 16½, 18½, 20½, 22½, 24½.

031 K 4975—Medium gray . . \$4.98
031 K 4976—Medium brown 4.98

C WOVEN STRIPE SEERSUCKER in a charming 2-piece suit-dress. Jacket curves lightly over hips; gives a slim effect . . has white plastic buttons; 2 pockets. Skirt has 4 tiny pleats in front for easy fit; 2-gore back with kick pleat. Washfast. Shipping weight 1 lb. 6 oz. Misses' sizes 12, 14, 16, 18, 20. *Order correct size.*

031 K 4876—Brown and white \$5.59
031 K 4877—Lt. green and white 5.59

E DRESS AND SWEATER SET . . so popular! Fleur-de-lis print dress of 80-sq. percale has scoop-neck back; all-around gathered skirt. Cotton knit sweater with print trim. Both washable. Shpg. wt. 1 lb. 1 oz. Misses' sizes 10, 12, 14, 16, 18, 20. *Order correct size.*

031 K 4854—Navy print on white; navy sweater with print trim \$3.98

031 K 4855—Red print on white; navy sweater with print trim \$3.98

B WOVEN PLAID GINGHAM. . Dan River Wrinkl-Shed® . . sunfast, washfast . . won't shrink over 1%. Beautiful, richly-colored plaid in a casual dress with all-around gathered skirt; pearly plastic buttons; side zipper. Shpg. wt. 1 lb. 2 oz. Misses' sizes 12, 14, 16, 18, 20.

031 K 4849—Pink and medium blue plaid . . *Order correct size.* \$4.98

031 K 4850—Plum wine and light blue . . *Order correct size.* . . \$4.98

D POLISHED COTTON with floral print in soft pastels on white ground. Washable. This extremely feminine dress has high front midriff; softly shirred bodice front; shirred sleeves. Full skirt is gathered all around. Pastel belt is reinforced grosgrain. Shpg. wt. 1 lb. 8 oz. Misses' sizes 12, 14, 16, 18, 20. *Order correct size.*

031 K 4852—Aqua blue, pink \$5.59
031 K 4853—Yellow and lilac 5.59

F WAFFLE PIQUE . . cool, crisp and lightweight, with a lovely new print. Dress has heart-shaped neckline front and back; very full, swing skirt; white glitter buttons; side zipper. Washable. Shpg. wt. 1 lb. 9 oz. Misses' sizes 12, 14, 16, 18, 20. *Order correct size.*

031 K 4858—Light and deep rose with green on white. \$5.59

031 K 4859—Light and deep gold with green on white. \$5.59



E
Dress and
Sweater Set
\$3.98
Sizes
10 to 20

F
Waffle
Pique
\$5.59
Sizes
12 to 20

Dresses on these 2 pages shipped from Philadelphia, Kansas City or Atlanta, whichever is nearest. Order, pay postage from mail order house



A
Embossed
Cotton
\$4.98
Sizes
14½ to 24½;
34 to 44



B
Chambray
\$4.98
Sizes
16½ to 24½;
36 to 44;
46 to 52



C
Woven
Plaid
Gingham
\$4.98
Sizes
14½ to 24½



D
Polished
Chambray
and
Broadcloth
\$4.79
Sizes
12 to 20;
14½ to 24½;
34 to 44



E
Eyelet
Embroidered
Batiste
\$5.59
Sizes
14½ to 24½;
34 to 44

YOUTHFUL COTTONS . .

for Shorter Women . . also other sizes

F
Polished
Chambray
\$4.98
Sizes
14½ to 24½;
34 to 44



A EMBOSSED COTTON . . tweed print pattern in a stylish coat dress with smart black collar and trim; smooth, 2-gore skirt back, set-in pockets. Washfast . . won't shrink over 1%. Shpg. wt. 1 lb. 8 oz. *Shorter Women's sizes* 14½, 16½, 18½, 20½, 22½, 24½; *Women's sizes* 34, 36, 38, 40, 42, 44. Order correct size. 031K4908—Black and white tweed \$4.98

C WOVEN PLAID GINGHAM . . sunfast, washfast . . won't shrink over 2%. This easy-to-wear dress has skirt with front shirring; smooth, 2-gore back; big patch pockets with white button-and-buttonhole trim . . another fine Sears value for you! Shpg. wt. 1 lb. 2 oz. *Shorter Women's sizes* 14½, 16½, 18½, 20½, 22½, 24½. Order correct size. 031 K 6811—Navy and red plaid \$4.98 031 K 6812—Deep green, red plaid 4.98

E EYELET EMBROIDERED BATISTE in a cool and pretty step-in dress. Gracefully flared skirt has smooth, 2-gore back; 2 patch pockets. Washable. Shpg. wt. 1 lb. 1 oz. *Shorter Women's sizes* 14½, 16½, 18½, 20½, 22½, 24½; *Women's sizes* 34, 36, 38, 40, 42, 44. Order correct size. 031 K 4906—Maize yellow . . . \$5.59 031 K 4905—Light pink . . . 5.59 031 K 4904—Navy blue . . . 5.59

B CHAMBRAY COAT DRESS with fagoting . . looks lovely on! Softly flared skirt has 3-gore back, 2 patch pockets. Washable. Shpg. wt. 1 lb. 2 oz. *Shorter Women's sizes* 16½, 18½, 20½, 22½, 24½; *Women's sizes* 36, 38, 40, 42, 44; *Larger Women's* 46, 48, 50, 52. Measure; order correct size.

031 K 6814—Light brown . . . \$4.98
031 K 6815—Light aqua green . . 4.98
031 K 6816—Medium blue . . . 4.98

D 2-TONE STEP-IN DRESS is dark broadcloth and light polished chambray . . has soft bodice fullness; smooth, 2-gore skirt back. Washable. Shpg. wt. 1 lb. 5 oz. *Misses' sizes* 12, 14, 16, 18, 20; *Shorter Women's* 14½, 16½, 18½, 20½, 22½, 24½; *Women's* 34, 36, 38, 40, 42, 44. Order correct size. 031K7237—Dark and light brown \$4.79 031 K7236—Dark and light green 4.79 031K7235—Medium and light gray 4.79

F POLISHED CHAMBRAY dress with tucked bib effect has white-striped bodice; solid-color flared skirt with 2-gore back, 2 set-in pockets. Washfast . . won't shrink over 2%. Wt. 1 lb. 3 oz. *Shorter Women's sizes* 14½, 16½, 18½, 20½, 22½, 24½; *Women's sizes* 34, 36, 38, 40, 42, 44. Order correct size. 031K4913—Light rose with white \$4.98 031K4912—Navy blue with white 4.98

Dresses on these 2 pages shipped from Philadelphia, Kansas City or Atlanta, whichever is nearest. Order, pay postage from your mail order house



E
80-Sq.
Percale
Sizes
14 to 20;
16½ to 24½

SEARS FAMOUS

\$3.98 COTTONS

each

Young, easy-to-wear dresses in the most wanted washable and washfast cottons . . so pretty you'll wear them for dress-up occasions . . so durable you'll be wearing them seasons later around the house

All styles in Shorter Women's sizes;
5 in Misses' sizes; 1 in Women's sizes

F
Washfast
Chambray
Sizes
14½ to 24½;
36 to 44

B
Embossed
Cotton
Sizes
12 to 20;
14½ to 24½

C
Washfast
No-iron
Cotton
Sizes
12 to 20;
14½ to 22½

A
Washfast
Broadcloth
Sizes
12 to 20;
14½ to 24½

D
Woven
Check
Gingham
Sizes
12 to 20;
14½ to 24½

A BROADCLOTH step-in dress has matching embroidery in front; 4-gore skirt. Washfast; won't shrink over 1%. Shpg. wt. 14 oz. Order correct size.
Misses' sizes 12, 14, 16, 18, 20.
031 K 4898—Pale lilac \$3.98
031 K 4899—Light aqua blue . . . 3.98
Also Shorter Women's sizes 14½, 16½, 18½, 20½, 22½, 24½.
031 K 4998—Pale lilac \$3.98
031 K 4999—Light aqua blue . . . 3.98

B EMBOSSED COTTON checked coat dress with smart front revers; 4-gore skirt; set-in pockets. Washable. Shpg. wt. 14 oz. Order correct size.
Misses' sizes 12, 14, 16, 18, 20.
031 K 4896—Black and white checks \$3.98
031 K 4897—Green and white checks 3.98
Also Shorter Women's sizes 14½, 16½, 18½, 20½, 22½, 24½.
031 K 4996—Black and white checks \$3.98
031 K 4997—Green and white checks 3.98

C WASHFAST NO-IRON COTTON . . slightly rippled, softly shaded dress; 2-gore skirt back; side zipper; button trim. Shpg. wt. 14 oz. Order correct size.
Misses' sizes 12, 14, 16, 18, 20.
031 K 4894—Yellow, gray stripes \$3.98
031 K 4895—Rose and gray stripes 3.98
Also Shorter Women's sizes 14½, 16½, 18½, 20½, 22½.
031 K 4994—Yellow, gray stripes \$3.98
031 K 4995—Rose and gray stripes 3.98

D WOVEN CHECK GINGHAM dress. 4-gore skirt; patch pockets; side zipper. Washfast . . won't shrink over 1%. Shpg. wt. 14 oz. Order correct size.
Misses' sizes 12, 14, 16, 18, 20.
031 K 4860—Navy and white checks \$3.98
031 K 4861—Black and white checks 3.98
Also Shorter Women's sizes 14½, 16½, 18½, 20½, 22½, 24½.
031 K 4960—Navy and white checks \$3.98
031 K 4961—Black and white checks 3.98

E 80-SQUARE PERCALE coat dress in paisley print on eggshell ground. Black trim; back yoke; 6-gore skirt. Washable. Shpg. wt. 15 oz. Order correct size.
Misses' sizes 14, 16, 18, 20.
031 K 3830—Lt., deep green \$3.98
031 K 3831—Lt., deep rose . . 3.98
031 K 3832—Lt., deep blue . . 3.98
Shorter Women's sizes 16½, 18½, 20½, 22½, 24½.
031 K 5810—Light and deep green . . \$3.98
031 K 5811—Light and deep rose . . . 3.98
031 K 5812—Light and deep blue . . . 3.98

F SANFORIZED CHAMBRAY in soft-toned stripes. Shoulder flanges give soft bustline fullness; skirt has smooth-fitting 2-gore back. Set-in pockets; side zipper. Washfast . . won't shrink over 1%. Shpg. wt. 15 oz. Order correct size.
Shorter Women's sizes 14½, 16½, 18½, 20½, 22½, 24½; Women's 36, 38, 40, 42, 44.
031 K 4970—Cocoa, light brown and orange stripes on white; brown trim . . . \$3.98
031 K 4971—Light gray, deep gray and yellow stripes on white; black trim . . 3.98

Petticoats are used under full skirts; they are not included. See index for Sears complete assortment. Use Easy Terms on purchases totaling \$20 or more . . see inside back cover. Measure . . check with size charts on page 82

E
\$2.79
Sizes
14½ to 24½;
36 to 44
\$3.29
Sizes
46 to 52



A
\$2.79
Sizes
12 to 20;
14½ to 24½

BARGAINS

Washable Cottons

All styles in
Shorter Women's sizes . .
4 styles in Misses' sizes,
2 styles in Women's and
Larger Women's sizes

\$2.79
EACH
Misses', Shorter Women's sizes

Larger Women's sizes 46 to 52 **\$3.29** each

B
\$2.79
Sizes
14½ to 24½;
36 to 44
\$3.29
Sizes
46 to 52

C
\$2.79
Sizes
12 to 20;
14½ to 24½

D
\$2.79
Sizes
12 to 20;
14½ to 24½

F
\$2.79
Sizes
12 to 20;
14½ to 24½



A POLISHED CHAMBRAY coat dress with checked trim; 2-gore skirt back. One pocket; one simulated pocket. Shpg. wt. 1 lb. 1 oz. *Order correct size.* Misses' sizes 12, 14, 16, 18, 20. 031K4890-Gray; black and white \$2.79 031K4891-Lt. brown; brn., white 2.79 Also Shorter Women's sizes 14½, 16½, 18½, 20½, 22½, 24½. 031K4990-Gray; black and white \$2.79 031K4991-Lt. brown; brn., white 2.79

B CHECK-AND-PRINT 80-sq. percale step-in dress. White embossed cotton trim; 2-gore skirt back; 2 patch pockets. Shpg. wt. 14 oz. *State size.* Shorter Women's 14½, 16½, 18½, 20½, 22½, 24½; Women's 36, 38, 40, 42, 44. 031K4982-Black and white. . . . \$2.79 031K4983-Navy blue and white. . . 2.79 Larger Women's sizes 46, 48, 50, 52. 031K4942-Black and white. . . . \$3.29 031K4943-Navy blue and white. . 3.29

C WHITE GRADUATED DOTS on a neat, 80-sq. percale zip-back dress. V-neck back; flared 4-gore skirt; set-in pocket. Shpg. wt. 14 oz. *State size.* Misses' sizes 12, 14, 16, 18, 20. 031 K 4880-Navy with white dots \$2.79 031 K 4881-Black with white dots 2.79 Also Shorter Women's sizes 14½, 16½, 18½, 20½, 22½, 24½. 031 K 4980-Navy with white dots \$2.79 031 K 4981-Black with white dots 2.79

D CROWN PRINT 80-sq. percale dress. Skirt has navy front pleat; 2-gore back. Navy button trim; side zipper. Shpg. wt. 1 lb. 1 oz. *State size.* Misses' sizes 12, 14, 16, 18, 20. 031K4888-Red and navy on gray \$2.79 031K4889-Green and navy on gray 2.79 Also Shorter Women's sizes 14½, 16½, 18½, 20½, 22½, 24½. 031K4988-Red and navy on gray \$2.79 031K4989-Green and navy on gray 2.79

E GOLD-COLOR METALLIC BRAID trims this paisley print 80-square percale dress with scooped front neckline; 4-gore flared skirt; gold-color metal buttons and plastic belt; side zipper. Shpg. wt. 14 oz. *Order correct size.* Shorter Women's sizes 14½, 16½, 18½, 20½, 22½, 24½; Women's sizes 36, 38, 40, 42, 44. 031K4984-Multicolor paisley print Each \$2.79

F TINY CLOVER PRINT . . pastel colors on black ground, in an 80-square percale zip-front dress with a new front "crossed" collar. White embossed cotton trim; flared skirt with 2-gore back. Shpg. wt. 14 oz. *Order correct size.* Misses' sizes 12, 14, 16, 18, 20. Also Shorter Women's sizes 14½, 16½, 18½, 20½, 22½, 24½. 031 K 4886-Lilac print. \$2.79 031 K 4887-Pink print. . 2.79 031 K 4986-Lilac \$2.79 031 K 4987-Pink \$2.79

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LOWEST-PRICED
dresses at Sears
Washfast Percales

\$ **2.49**
EACH



A BUTTON FRONT COAT DRESS in lovely multicolor plaid. Crisp, white embossed cotton trim. Skirt has 2-gore front, 2-gore back; 2 patch pockets. Order your correct size. Shipping weight 13 ounces. Misses' sizes 12, 14, 16, 18, 20. 031 K 3822—Multicolor.. \$2.49 Also in Shorter Women's sizes 16½, 18½, 20½, 22½, 24½. Order your correct size. 031 K 5830—Multicolor.. \$2.49

C SIDE BUTTON COAT DRESS, box print; matching solid color trim and applique on pocket; self tie at waist. 4-gore skirt. Order correct size. Shipping weight 14 ounces. Misses' sizes 12, 14, 16, 18, 20. 031 K 3826—Navy and white Also in Shorter Women's sizes 16½, 18½, 20½, 22½, 24½. Order your correct size. 031 K 5834—Navy and white Each dress..... only \$2.49

B ZIPPER FRONT PRINT . . white ground. Zips to below waist. 4-gore skirt. Wt. 13 oz. Misses' sizes 12, 14, 16, 18, 20. 031 K 3824—Orange, gray, gold 031 K 3825—Green, maize, red Shorter Women's sizes 16½, 18½, 20½, 22½, 24½. 031 K 5832—Orange, gray, gold 031 K 5833—Green, maize, red Order correct size . . Each \$2.49

D ZIPPER FRONT PRINT opens to below waist. White embossed cotton trim. 4-gore skirt. Shipping wt. 13 oz. Misses' sizes 12, 14, 16, 18, 20. 031 K 3820R—Medium and dark blue and white 031 K 3821—Green, red, white Also in Shorter Women's sizes 16½, 18½, 20½, 22½, 24½; Women's sizes 38, 40, 42, 44. 031 K 5828R—Medium and dark blue and white 031 K 5829—Green, red, white Order correct size . . Each \$2.49

E
\$3.29
Sizes
12 to 20;
14½ to 24½

F
\$2.98
Sizes
12 to 20;
16½ to 24½

G
\$3.29
Sizes
10 to 20



NO-IRON PLISSE

WASHFAST COTTON DRESSES

\$ **2.98** TO \$ **3.49**
Each Each

E PRETTY AS A PICTURE with delicate scratch-print on white. Zipper to below waist; 2-gore skirt back; 2 patch pockets. Shpg. wt. 14 oz. Order correct size. Misses' sizes 12, 14, 16, 18, 20.

031 K 4892—Red and navy blue print on white. . . \$3.29
031 K 4893—Kelly green and black print on white. . . 3.29
Shorter Women's sizes 14½, 16½, 18½, 20½, 22½, 24½.
031 K 4992—Red and navy blue print on white. . . \$3.29
031 K 4993—Kelly green and black print on white. . . 3.29

F COOL AS A BREEZE . . dotted, trimmed and belted with white. Flare-skirt is gathered in front; has smooth, 2-gore back. Zipper to below waist; cotton pique trim. Shpg. wt. 14 oz. Measure; order correct size. Misses' sizes 12, 14, 16, 18, 20.

031K4872—Navy blue \$2.98 031K4873—Aqua blue \$2.98
Shorter Women's sizes 16½, 18½, 20½, 22½, 24½.
031K4972—Navy blue \$2.98 031K4973—Aqua blue \$2.98

G LIGHT AS A FEATHER . . easy-to-wear coat dress, slimly striped on white. White pique trim is piped to match color of stripes. Skirt has front gathers; 2-gore back . . fits smoothly. Shpg. wt. 14 oz. Order correct size. Misses' sizes 10, 12, 14, 16, 18, 20.

031 K 4868—Navy blue pinstripes on white. \$3.29
031 K 4869—Bright red pinstripes on white. 3.29

H NEAT AS A PIN . . this extremely slenderizing coat-dress in the most flattering color of all . . navy blue! Front trim is white embossed cotton. Skirt has front gathers; 2-gore back; set-in pocket. Order correct size. Misses' sizes 12, 14, 16, 18, 20.

031 K 4864—Navy with white. Shpg. wt. 14 oz. . . . \$3.49
Shorter Women's sizes 16½, 18½, 20½, 22½, 24½.
031 K 4964—Navy with white. Shpg. wt. 14 oz. . . . 3.49

You'll look smarter if you measure to be sure before buying your dress. Check with the size charts . . page 82

H
\$3.49
Sizes
12 to 20;
16½ to
24½



IT'S WONDERFUL

that you're going
to have A BABY!



Description of apparel shown on opposite page

A MATERNITY SUIT OF WASHFAST COTTON HONAN . . woven shadow plaid with rich texture similar to Honan silk. The unlined jacket has birdseye cotton pique trim with contrasting embroidery; set-on back yoke. The skirt has a cut-out front with tie adjustment; kick pleat in back. Shpg. wt. 1 lb. 3 oz. *Misses' sizes 10, 12, 14, 16, 18; Juniors' sizes 9, 11, 13, 15, 17. Order usual size.*
031 K 8365—Medium blue; red and white trim. \$6.98
031 K 8366—Oxford gray; red and white trim. 6.98

B 2-PC. MATERNITY SUIT of washfast, combed checked gingham. The unlined jacket slips on over your head, has a deep front insert bordered in birdseye cotton pique. Skirt has cut-out and tie adjustment in front; 2-gore back, kick pleat. Shpg. wt. 1 lb. 5 oz. *Misses' sizes 10, 12, 14, 16, 18; Juniors' 9, 11, 13, 15, 17. Order usual size.*
031 K 8362—Black and white woven checks. . . \$5.98
031 K 8363—Rose pink and white woven checks. 5.98

C 3-PC. MATERNITY ENSEMBLE of linen-look rayon . . our finest quality; wrinkle resistant, hand washable. The print dress has elasticized adjustment at waist, 4-gore skirt. Solid-color 4-gore skirt has button-and-tie front adjustment . . wear it with the flaring jacket to make a wonderful suit. Shpg. wt. 2 lbs. 6 oz. *Misses' sizes 10, 12, 14, 16, 18, 20; Juniors' sizes 9, 11, 13, 15, 17.*
031 K 8025—Navy and red print on white; navy skirt
031 K 8026—Black, aqua blue print on white; black skirt . . Order usual size. . . Each 3-piece outfit \$11.98

D 2-PC. MATERNITY DRESS IN NO-IRON COTTON with a slightly rippled texture. Jacket has very pretty, modern print in wonderful pastel colors. Skirt has cut-out and tie adjustment in front; kick pleat in 2-gore back; 2-inch hem. Washable. Shpg. wt. 1 lb. 3 oz. *Misses' sizes 10, 12, 14, 16, 18; Juniors' 9, 11, 13, 15, 17. Order usual size.*
031 K 8598—Aqua blue skirt; jacket with aqua, gray and green print on white. . . \$4.98
031 K 8599—Rose pink skirt; jacket with rose, cocoa brown and gold on white. . . \$4.98

E 2-PC. MATERNITY DRESS of no-iron cotton with a slightly rippled texture. The jacket has shirring at all-around yoke, rhinestone and white rick-rack trim . . looks smart with other skirts. The skirt has a cut-out front and tie adjustment, kick pleat in back, 2-in. hem. Washable. Shpg. wt. 1 lb. 3 oz. *Misses' sizes 10, 12, 14, 16, 18; Juniors' 9, 11, 13, 15, 17. Order usual size.*
031 K 8592—Aqua blue with white . . . only \$4.98
031 K 8591—Navy blue with white . . . only 4.98
031 K 8593—Rose pink with white . . . only 4.98

F THREE-PIECE MATERNITY WARDROBE. A dress of easy-to-iron rayon crepe with white dots . . plus a solid color jacket and skirt of faille-type acetate and rayon. The dress has a detachable collar of white cotton pique; new cummerbund belt, elasticized waist adjustment, 3-gore skirt back. Unlined jacket has flared 2-gore back . . skirt has cut-out front with tie adjustment, 2-gore back. Hand was dress separately . . dry clean "suit". Shpg. wt. 2 lbs. 8 oz. *Misses' sizes 10, 12, 14, 16, 18, 20; Juniors' sizes 9, 11, 13, 15, 17. Order usual size.*
031 K 8094—Navy blue and white dress; navy blue jacket and skirt. . . 3 pieces for only \$10.49

You can buy everything for you and your baby from Sears . . see index listings under "Maternity" and "Layette". Apparel on these 2 pages shipped from Philadelphia, Atlanta or Kansas City, whichever is nearest. Order and pay postage from your mail order house. Use Easy Terms; see inside back cover.



Washable
Rayon Honan

\$6.98

Sizes
10 to 18;
9 to 17

Faille-ribbed
Rayon and Acetate

\$5.98

Sizes
10 to 18;
9 to 17

Linen-look
Rayon

\$6.98

Sizes
10 to 20;
9 to 17

NEW MATERNITY OUTFITS

Becoming 2-piece styles that are also useful "separates"

MATERNITY SUIT in washable rayon honan . . lustrous, firm, new fabric with a linen-like texture; wrinkle-resistant. Collar and cuffs are white linen-look rayon . . detachable and easy to wash. The unlined jacket has knife pleats in front and back. The skirt has a cut-out front with tie adjustment; fly-front effect; 2-inch hem for easy altering. Shipping weight 1 lb. 9 oz. *Misses' sizes 10, 12, 14, 16, 18; Juniors' sizes 9, 11, 13, 15, 17.*

031 K 8281—Navy blue
031 K 8282—Lt. wedgwood blue
Order usual size. Each. . . \$6.98

MATERNITY SUIT in crisp faille-ribbed rayon and acetate. Unlined mandarin jacket has rich braid embroidery . . navy and silver-color on blue; black and silver-color on pink. Flared 2-gore back. The skirt has a cut-out front and tie adjustment; 2-gore back with kick pleat. Dry clean. Shpg. wt. 1 lb. 10 oz. *Misses' sizes 10, 12, 14, 16, 18; Juniors' 9, 11, 13, 15, 17. Please be sure to order usual size.*

031 K 8275—Light blue jacket, navy skirt. . . \$5.98
031 K 8276—Pale pink jacket, black skirt. . . \$5.98

MATERNITY DRESS AND JACKET in wrinkle-resistant linen-look rayon that washes. The dress is in a smart, modern print . . has white embossed cotton trim; elasticized shirring at waist for comfortable expansion; 4-gore skirt. Unlined jacket smart with any dress. Wash separately. Shpg. wt. 1 lb. 14 oz. *Misses' sizes 10, 12, 14, 16, 18, 20; Juniors' 9, 11, 13, 15, 17. Order usual size.*

031 K 8278—Navy jacket; lt. blue dress with navy and red.
031 K 8279—Bright red jacket; white dress with red and navy.
Each 2-pc. outfit only. . . \$6.98



A
Washfast
Cotton Honan
\$6.98
Sizes
10 to 18;
9 to 17



B
Woven Check
Gingham
\$5.98
Sizes
10 to 18;
9 to 17



C
3-pc. Ensemble
Linen-look Rayon
\$11.98
Sizes
10 to 20;
9 to 17



D
No-iron
Cotton
\$4.98
Sizes
10 to 18;
9 to 17



E
No-iron
Cotton
\$4.98
Sizes
10 to 18;
9 to 17



F
3-pc. Ensemble
Rayon Crepe Dress;
"Suit" of Faille-type
Acetate and Rayon
\$10.49
Sizes
10 to 20;
9 to 17



A
Plisse Jacket,
Broadcloth
Skirt
\$3.98
Sizes
10 to 18;
9 to 17



B
Sanforized
Dress-weight
Denim
\$3.98
Sizes
10 to 18;
9 to 17



C
Polished
Chambray
\$3.98
Sizes
10 to 18;
9 to 17



D
80-Square
Percale
\$2.98
Sizes
10 to 18;
9 to 17



E Sanforized
Broadcloth
\$4.59
Sizes 10 to 18; 9 to 17



IT'S WONDERFUL that you're
going to have a **BABY**

All in Washable Cottons . . all skirts have 2-inch hems

A 2-PC. MATERNITY DRESS . . jacket in polka-dotted no-iron plisse with inverted pleats in front; broadcloth skirt with cut-out front and tie adjustment, kick pleat. Shpg. wt. 14 oz. *Misses' sizes 10, 12, 14, 16, 18; Juniors' 9, 11, 13, 15, 17. Order usual size.*
031 K 8594—Navy and white. \$3.98
031 K 8595—Dk. green, white. 3.98

C 2-PC. MATERNITY DRESS in polished chambray with white trim. Jacket front has inverted pleats. Skirt has cut-out and tie adjustment; 2-gore back. Wt. 1 lb. *Misses' sizes 10, 12, 14, 16, 18; Juniors' 9, 11, 13, 15, 17. Order usual size.*
031 K 9514—Frosty med. gray. \$3.98
031 K 9515R—Frosty lt. brown. 3.98
031 K 9516—Frosty med. green. 3.98

E MATERNITY DRESS of Sanforized broadcloth. Pretty smocked yoke. The back unbuttons to the waist; elasticized shirring at waist allows easy expansion; 4-gore skirt. Won't shrink over 1%. Shpg. wt. 1 lb. 1 oz. *Misses' sizes 10, 12, 14, 16, 18; Juniors' sizes 9, 11, 13, 15, 17. Please order your usual size.*
031 K 8582—Navy with white. \$4.59
031 K 8583—Deep gray, white. 4.59
031 K 8584—Lilac with white. 4.59

B 2-PC. MATERNITY DRESS in dress-wt. denim; won't shrink over 1%. Skirt has cut-out and tie front, kick pleat. Wt. 1 lb. 11 oz. *Misses' sizes 10, 12, 14, 16, 18; Juniors' 9, 11, 13, 15, 17. Order usual size.*
031 K 8580—Wedgwood (lt.) blue skirt; blue and multi-stripe top. \$3.98
031 K 8581—Rosewood tan skirt; tan and multi-stripe top. . . . \$3.98

D 2-PC. MATERNITY DRESS in 80-sq. percale . . checked jacket with red scroll applique; skirt with cut-out front and tie adjustment, kick pleat. Shpg. wt. 14 oz. *Misses' sizes 10, 12, 14, 16, 18; Juniors' 9, 11, 13, 15, 17.*
031 K 8596—Navy; white with navy
031 K 8597—Black; white with black
Order usual size Each \$2.98

F WOVEN PLAID GINGHAM SMOCK for everyone! White pique trim. Shpg. wt. 10 oz. *Misses' sizes 10, 12, 14, 16, 18 only. Order correct size.*
031 K 8585—Deep blue plaid. \$3.39
031 K 8586—Deep red plaid. . . 3.39
G WASHFAST PERCALE SMOCK for everyone! Smocked yoke. Wt. 11 oz. *Misses' sizes 10, 12, 14, 16, 18.*
031 K 9591—Multicolor calico print on eggshell (lt.) beige; black trim. Order correct size Each \$2.98

F
Gingham
Smock
\$3.39
Sizes
10 to 18



G
Washfast
Percale
Smock
\$2.98
Sizes
10 to 18

You can buy everything for you and your baby from Sears; see index: "Maternity" and "Layette." Easy Terms, inside back cover.



A
Terry Cloth
\$4.98
Sizes
12 to 20

B
Embossed Cotton
\$4.98
Sizes
10 to 18

C
100% Acetate Crepe
\$3.98
Sizes
10 to 18

D
Our Finest Baby Pinpoint Chenille
\$3.98
Sizes 10 to 18
\$4.59
Sizes 38 to 44



E No-iron Cotton
\$3.98
Sizes 10 to 18

DUSTERS for your leisure hours

... easy to slip into ... and they all wash

A FLUFFY TERRY CLOTH... soft, absorbent cotton that's perfect at the beach... or at home, especially after a bath. This popular duster is well made with wide elasticized shirring and attached belt at waist; deep cuffs; big, handy pocket. Washable. Shpg. wt. 2 lbs. Misses' sizes 12, 14, 16, 18, 20. Order correct size.
031 K 7870—White.....\$4.98

C SMOOTH 100% ACETATE CREPE with rosebud print. This duster is worn 3 ways... looks pretty whichever way you choose, with its 4-gore flare and back yoke with white nylon eyelace trim. Hand wash. Shipping wt. 14 oz. Misses' sizes 10, 12, 14, 16, 18. Order correct size.
031 K 7864—White with rose..\$3.98
031 K 7865—Lt. blue with rose 3.98
031 K 7866—Lt. pink with rose 3.98

E WASHFAST NO-IRON COTTON duster is slightly rippled, stays crisp and pretty, keeps its color through many tubbings. 4-gore flare; cute little collar; patch pockets. Shpg. wt. 1 lb. 2 oz. Misses' sizes 10, 12, 14, 16, 18. Order correct size.
031 K 7498—Bright turquoise green; red and white striped trim...\$3.98
031 K 7499—Bright gold with gray and white striped trim.....\$3.98

B CRISP EMBOSSED COTTON with striking "basket-weave" pattern... duster with 3-gore flare, front-tie belt, set-in pockets. Appliqued chintz flowers; contrast piping. Washable. Shpg. wt. 1 lb. 2 oz. Misses' sizes 10, 12, 14, 16, 18. Order correct size.
031 K 7867—Straw (light tan) \$4.98
031 K 7868—Light aqua blue... 4.98
031 K 7869—Light rose pink... 4.98

D BABY PINPOINT CHENILLE... our finest. 3-way duster has 2-tone design. Cotton; wash separately. Shpg. wt. 2 lbs. 1 oz. Order correct size. Misses' sizes 10, 12, 14, 16, 18.
031 K 7671—Turquoise blue...\$3.98
031 K 7672—Bright rose..... 3.98
Also Women's sizes 38, 40, 42, 44.
031 K 7674—Turquoise blue...\$4.59
031 K 7675—Bright rose..... 4.59

F NEW EMBOSSED COTTON... very soft, very comfortable, very pretty! Combed cotton 3-way duster has floral print on white, piping to match; 4-gore flare. Hand wash. Shpg. wt. 14 oz. Order correct size. Misses' sizes 10, 12, 14, 16, 18.
031 K 7700—Light blue print...\$3.98
031 K 7701—Rose pink print... 3.98
Also Women's sizes 38, 40, 42, 44.
031 K 7702—Light blue print...\$4.98
031 K 7703—Rose pink print... 4.98



F New Embossed Cotton
\$3.98
Sizes 10 to 18
\$4.98
Sizes 38 to 44

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A
100% Nylon
Fully Lined
\$9.98
Sizes
12 to 18



B
100% Dacron*
\$5.98
Sizes
12 to 20



C 100% Nylon
\$6.98 **\$8.98**
Duster Long Robe
Sizes 12 to 20



D
100% Nylon
\$8.98
Sizes
12 to 20
16½ to 24½

MIRACLE ROBES

Luxury plus economy in robes that wash . . drip dry . . need no ironing . . resist wrinkles and rips

A FULLY LINED DUSTER . . 100% NYLON . . absolutely non-transparent . . wear it over anything, any time. Sheer nylon with velvety applied floral design; complete lining of solid color non-transparent nylon. Nylon tricot trim; 4-gore flare; back yoke with pleat. Beautiful! Wear 3 ways. Washable. Shpg. wt. 1 lb. 1 oz. *Misses' sizes 12, 14, 16, 18. Order correct size.*

031 K 7716—Light pink with white design; pink lining. . . . \$9.98
031 K 7717—Light blue with white design; blue lining. . . . 9.98

B 100% DACRON* . . smooth, cool, semi-sheer with rose, turquoise and green print. Full flare; sparkling buttons. Hand wash. *Misses' sizes 12, 14, 16, 18, 20. Order correct size.*

031 K 7718—Light blue ground 031 K 7719—White ground
031 K 7720—Light pink ground Shpg. wt. 14 oz. Each \$5.98

C SCULPTURED 100% NYLON . . pink or blue with white design; white nylon lace. 3-way penguin . . all around yoke. Washable. *Misses' sizes 12, 14, 16, 18, 20. Order correct size.*

031 K 7714—Lt. pink DUSTER 031 K 7451—Lt. pink LONG ROBE
031 K 7715—Lt. blue DUSTER 031 K 7452—Lt. blue LONG ROBE
Shpg. wt. 13 oz. Each \$6.98 Wt. 1 lb. 1 oz. . . . Each \$8.98

D SCULPTURED 100% NYLON robe . . full bias skirt, acetate taffeta sash. Hand wash; no ironing. Shpg. wt. 1 lb. 1 oz.

Misses' sizes 12, 14, 16, 18, 20. Order correct size.

031 K 7885—White ground with purple print and sash. . . \$8.98
031 K 7886—Pink ground with royal blue print and sash. . . 8.98

Shorter Women's 16½, 18½, 20½, 22½, 24½. Order correct size.

031 K 7887—White ground with purple print and sash. . . \$8.98
031 K 7888—Pink ground with royal blue print and sash. . . 8.98



Our Lowest Price
Ever For
100% NYLON

\$3.98 **\$4.98**
Sizes 10 to 18 Sizes 38 to 44

SCULPTURED 100% NYLON duster . . 4-gore flare; deep-tone acetate piping. Hand wash; no ironing. Wt. 12 oz. *Misses' sizes 10, 12, 14, 16, 18.*
031 K 7710—Lt. blue and white
031 K 7711—Lt. pink and white
Order correct size. . . Each \$3.98
Women's sizes 38, 40, 42, 44.
031 K 7712—Lt. blue and white
031 K 7713—Lt. pink and white
Order correct size. . . Each \$4.98